JOB DESCRIPTION

**JOB TITLE:** Community Engagement Lead

**AREA:** Communications and Outreach Team

**REPORTS TO:** Operations Director

**BAND:** 6

**JOB PURPOSE:**
JOIC’s Community Engagement Lead (CEL) is our first point of contact for all matters relating to community engagement. The postholder is responsible for liaison with a wide range of formal and informal groups in support of our vision to create a community where ‘Privacy is Instinctive’. Their key purpose is to coordinate and deliver engagement activities and educational events for community members of all ages, informing them about privacy and data protection issues. Importantly the CEL shares information and guidance to help Community groups understand the role of the JOIC as well as their own personal rights and how to exercise them when necessary. Working collaboratively within the Communications Team and overseeing the Youth Projects Coordinator, the CEL is an integral part of our external facing community work.

**ACCOUNTABILITIES AND RESPONSIBILITIES**

**TECHNICAL / JOB SPECIFIC.**

Responsible for a range of engagement and educational initiatives, requiring knowledge and experience in education, engagement and communication. Required to work independently, within broad occupational policies where work is managed rather than supervised in the following areas of responsibility.

**Engagement and Education**

- Plan, coordinate and deliver activities and events within the Community Engagement Programme, in support of our business plan or in response to emerging trends.
- Work with the Communication and Outreach and Casework teams to deliver targeted campaigns and build positive public relations with community groups.
- Share educational information and guidance on data protection and privacy with relevant community groups.
- Schedule outreach events and seek network opportunities with local community groups to educate, build brand awareness and trust.
- Contribute to JOIC’s external Communications Strategy, ensuring a regular supply of community-based information is promoted via social media channels or other communication avenues.
- Collaborate and communicate successfully with other entities outside of the organisation when required.
- Help to develop the JOIC’s external brand and presence on Island.
- Utilise a variety of communication channels, inclusive of social media, website, newsletters, media releases and presentations to educate and engage community members.
ORGANISATIONAL SKILLS

- Work closely with the PR & Communications Lead to prepare resources and material on data protection and privacy, to use in the education and engagement of the community.
- Gather data and track the effectiveness of relevant outreach programmes and initiatives. Providing analysis, evaluation and recommendations of alternative approaches / resources to management as required.
- Coordinate others contributing the Community Engagement Programme, ensuring events and activities are proactively scheduled and communicated.

TEAM

- Collaborate with the Communication and Outreach team, providing feedback on community concerns, interests and priorities. Support the development of plans where necessary.
- Provide oversight and support to the Youth Projects Coordinator, working together to ensure project and initiatives are aligned.
- With the guidance of the Operations Director and the Communications Lead, ensure community work plans are integrated and aligned with other areas of the Communications and Outreach team.
- Provide subject matter expertise to teams across the JOIC to ensure the successful delivery of relevant business plan deliverables.

BRAND

- Act as a brand Ambassador for the JOIC.

DATA PROTECTION

- Ensure that a ‘data by design’ philosophy is followed, for example during the planning and design of events and activities.
- Ensure continuous public awareness of Data Protection and privacy, including individual and business requirements under the law.

CORE COMPETENCIES.

TRANSPARENT

- OPENNESS & ACCESSIBILITY: Work closely with a range of internal and external stakeholders (e.g. colleagues, customers, local businesses, charities and other regulators) to ensure effective communications and delivery of services. Provide advice, education and support via a range of accessible channels (e.g. face to face, online, telephone and video conferencing).
- HONESTY & INTEGRITY: Provide professional and impartial advice and guidance, declaring any conflicts of interests should they arise.
- EVIDENCE BASED: Maintain and provide accurate management information and conduct research and analysis as necessary to support effective decision-making. Maintain a good understanding of the relevant Laws.

ETHICAL

- FAIRNESS AND EQUITY: Ensure fair and equal treatment of individuals regardless of their background or status. Be sensitive and diplomatic in dealing privacy issues.
- OBJECTIVITY & IMPARTIALITY: Act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.
- ACCOUNTABILITY: No direct budget or line management responsibility. However, the postholder is required to have a sound knowledge of the relevant organisational policies and processes, and responsibilities within the Business Plan. Support the registration process as required and helping to train new or temporary staff as necessary. Responsible for ensuring the JOICs compliance with Data Protection Law.
**ENABLING**

- **FACILITATION & COLLABORATION:** Work with internal (i.e. Team Members) and external stakeholders (e.g. local businesses) to facilitate discussions, understand views and deliver on positive outcomes.

- **INNOVATION & SOLUTIONS-FOCUSED:** Contribute to the continuous improvements of policies and procedures by challenging assumptions and formulating modern, digital and innovative suggestions to drive more efficient way of working and improve customer experience.

- **REGULATORY EXCELLENCE:** Keep abreast of regulatory excellence, and customer feedback to the Senior Leadership Team, continuously looking for ways to improve customer experience and relaying insights to the Senior Leadership team.

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**QUALIFICATIONS AND EXPERIENCE**

### ESSENTIAL

- Ability to present engaging, dynamic and informative talks and workshops to community members.

- Educated to at least degree level or equivalent. Supplemented by substantial communications / engagement knowledge, acquired through training, extended courses and experience.

- Supervisory or management experience, with the ability to support others’ development and wellbeing.

- Experience using a range of communications and engagement approaches, with the ability to identify target audiences and devise campaigns that are relatable and educate.

- A proactive and professional approach to work, with the ability to organise and plan their own work on a day-to-day basis.

- Good knowledge of (or the ability to learn) the Data Protection (Jersey) Law, Data Protection Authority (Jersey) Law and the Freedom of Information (Jersey) Law and other related legislation.

- Excellent interpersonal skills with the ability to build trusted relationships and positively engage with people of all ages and backgrounds.

- A good understanding and working knowledge of child safeguarding awareness / protocols, as work may be undertaken in school or other venues where there may be contact with youths.

- Excellent communications, adapted to meet audience needs, demonstrated in written, face to face or virtual interactions.

- Self-motivated with the ability to work alone and as part of a team when required.

- Good digital literacy, with a technical knowledge in a number of existing as well as emerging technologies (e.g., PCs, smartphones) and familiarity of online / social media platforms to raise awareness of the risks and privacy / personal data rights in the digital environment.

- Continuously seek opportunities for self-development in the area of community work.

- A clean driving licence or the ability to work across various locations in a timely manner.

### DESIRABLE

- Data Protection (PDP) Qualification.

- Experience of educating groups, through instruction, teaching, training or coaching methods.