



JOB PROFILE

Post Title:	Press Officer
Portfolio:	Central Support Service
Responsible to:	Head of Communications
Responsible for:	None
Grade:	C

Job Purpose

To develop and implement communication strategies and plans using a variety of communication activities and tactics to build and maintain good relationships between St Helena Government and all its audiences.

Main Duties and Responsibilities

Key Tasks

1. Responsible to the Head of Communications for efficient and effective PR activities, including responding to relevant enquiries on the general e-mail address for SHG
2. Assist in developing and implementing SHG communication strategies and plans
3. Identify, research and draft positive news stories for both on and off Island audiences, including paying particular attention to Airport stories, and link other news, wherever possible, to the issue of air travel and the developments which flow from this
4. Assist in the identification of appropriate news channels for all stories, using press releases, newsletter articles, website, social media, radio and TV
5. Be one of three first points of contact for local and International media, dealing with enquiries and rebutting inaccuracies
6. To gain practical experience of video filming, including researching stories and learning filming and editing techniques for screening on the SHG website and local TV
7. Manage, maintain and monitor the SHG and Access websites and Government's social media presence, under the direction of the Head of Communications. Designing content for and uploading documents onto the SHG website, adding information and monitoring comments and emails, working closely with officials



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8. Be responsible to the Head of Communications for managing and monitoring the corporate brand for SHG, designing and implementing – and guiding colleagues on usage

Key Responsibilities

1. Encourage and assist all parts of SHG to promote and publish positive stories, building good working relationships with SHG officials, Councillors, media and stakeholders, as well as work closely with Enterprise St Helena in joint publicity initiatives
2. To research, collate and draft stories for press release, newsletters, digital, radio and TV use
3. Draft newsletters for target audiences as required
4. Act as official photographer and reporter for SHG events and announcements, under the direction of the Head of Communications
5. Assist colleagues in the design of official presentations and publications
6. Assist the Head of Communications with the production and coordination of all Airport related material post-Airport opening
7. Wherever possible arrange workload, to assist the local newspapers, radio and TV in meeting their publishing and broadcasting deadlines

Special Conditions

The post holder may be required to work outside of normal working hours.

This job profile is not an exhaustive list of duties and responsibilities. There may be other ad hoc duties that fall within the remit of the role that the job holder may need to complete. In addition, the job holder will be required to carry out any other reasonable duties as requested which are commensurate with the grading and level of responsibility for the role.

Core Competency Framework

Competency	Level
Professional Development:	



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<i>Not applicable</i>	(i)
Planning & Delivery of Work: <i>Work is delivered on time, efficiently and to the required quality standards with clarification sought when necessary and relevant parties kept up to date on progress.</i>	(ii)
Analysis and use of Information: <i>Outputs, including the evaluation of policies, projects and programmes are evidence based and decision making and solutions are established by interpreting trends.</i>	(iii)
Decision Making: <i>Solves problems that have significant short-term implications for the directorate and assesses the impact of decisions made. Decisions are formed based on trends, patterns and causes rather than just symptoms and is evidence based and made in compliance with policy guidelines.</i>	(iii)
Working with Others: <i>Engages effectively with senior managers and other stakeholders using a range of communication mechanism, and shares and implements good practice with all.</i>	(iii)
Communication: <i>Ensure important messages are understood and written communications are well structured and have clear meaning. Presents information that have a positive impact on others and engages with them to understand their needs.</i>	(iii)
Influencing and Persuading: <i>Encourages, provides and is receptive to constructive feedback to improve performance of self and team. Remains constructive when disagreeing or challenging and ensures alternative approaches to work are effective in meeting the organisation and individual needs.</i>	(iii)
Dealing with Change: <i>Flexible, adaptable and receptive to any change initiatives. Will support colleagues in understanding and embracing change by focusing on benefits to self and others.</i>	(ii)
Continuous Improvement: <i>Willing to learn and develop in job role.</i>	(i)
Managing Resources: <i>Works within appropriate guidelines and capable of dealing with varied situations with limited guidance.</i>	(ii)



PERSON SPECIFICATION

Criteria	Essential / Desirable	Application Form	Selection Process
Qualifications:			
GCSE Maths and English Language at Grade C or above, or equivalent	E	√	
Grade C or above in A Level English Literature or English Language	D	√	
Communication or media related experience or relevant qualification such as a diploma in journalism	E	√	
A relevant IT qualification (e.g. IGCSE or ECDL)	D	√	
Class A Driver's Licence	D	√	
Knowledge & Experience:			
A minimum of one year's Administration experience	E	√	
Experience of handling high level, sensitive and (occasionally) controversial information	D	√	√
Experience of working in a media-type environment	D	√	√
Project planning experience	D	√	√
A good eye for photography and filming, and additional knowledge of complex design software	D	√	√
Skills and Abilities:			
Computer literacy and proficiency in the use of Desktop Publishing	E	√	√
Able to use design and editing software for the SHG website, SHG videos and publications, but can be developed in post	D	√	√
Basic statistical analysis	D	√	√



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Basic Analysis of information	D	√	√
High quality written work	E		√
Strong and persuasive verbal communication skills when dealing with senior officials and Councillors	E		√
The translation of complex language into simple messages suitable for all audiences	E		√
Strong organisational skills	E		√
Must be able to cope with working in a busy environment, under pressure and to tight deadlines	E		√
Must be able to multi-task across a range of stories and communication channels	E		√
An active interest in the communications field and/ or current affairs	E		√
A good nose for news is essential, plus the creative ability to deliver the story and use the right channels to reach the target audiences	E		√
A good grasp of how to conduct relevant research and personal tenacity are required to source stories, track down information and deliver the story	D		√
A high level of trust and strict confidentiality is required when dealing with sensitive or controversial matters	E		√
Strong and solid, measured judgement	E		√
Strength of character is needed in working with the media and official against tight deadlines	E		√
Self-confidence is needed in briefing, persuading and (occasionally) presenting to senior colleagues	E		√
Able to think on your feet and keep a cool head	E		√



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Other:			
Willingness to work flexibly – some evening work may be required.	E		√
Committed to safeguarding and promoting the welfare of children, young people and vulnerable adults.	E		√
Contribute to a positive working environment ensuring commitment to equality and diversity.	E		√

Our Values

FAIRNESS

We act as role models and have fair and consistent standards. We champion equality, inclusion and respect.

INTEGRITY

We communicate openly and we are honest, accountable and ethical.

TEAMWORK

We work together and we support each other.

Professional or Career Progression Cadre Competency Framework

N/A