

A report from the Personnel Committee to support the need for two new roles at the Town Council

Communications and Engagement Officer

An important part of what we do at STC is communication and engagement with the residents of our town.

I think we are all aware of the great job our officers do in sharing this work between them, but as we begin to deliver the projects listed above, the amount of work that will need to be turned around will be ramped out – and the expertise needed to ensure that is done effectively is fundamental to that. We need to invest in a dedicated Communications specialist to take that work and the council forward.

It will begin a whole new chapter of promotion and marketing for STC that we have only envisaged before – giving us new routes and platforms to communicate our successes with the town but also to more effectively manage our reputation as a town council both here and further afield. The days where we refuse to put out a media statement will be gone. As a town council, being transparent and open is key, and managing expectations is a key part of the Comms Officer role.

We all know that a substantial part of the return on funding opportunities is to publicise the funding achieved and how it has been utilised. We need to ensure that we are making the most of every opportunity to shout about the work that we are doing – that person can also help other officers in the council to get up to speed, for example on making the most of the social media platforms available to us.

Just as an aside, as we begin to take on more assets for the town from Cornwall Council within Devolution arrangements, which has long been the aspiration of the Town Council and councillors, the Communication role will be of strategic importance in promoting those assets.

At present, we see this as a part-time role as we get this new structure up and running.

**End of Report
Personnel Committee**