

Public Document Pack

SALTASH TOWN COUNCIL

Minutes of the Meeting of the Personnel Committee held at the Guildhall on Thursday 29th February 2024 at 6.30 pm

PRESENT: Councillors: J Dent, J Foster, S Martin (Chairman), S Miller and B Stoyel.

ALSO PRESENT: Councillor R Bickford, S Burrows (Town Clerk)

APOLOGIES: J Peggs (Vice-Chairman).

75/23/24 HEALTH AND SAFETY ANNOUNCEMENTS.

The Chairman informed those present of the actions required in the event of a fire or emergency.

The Chairman welcomed Cllr Richard Bickford to the meeting.

Cllr Bickford informed the Chairman of the reason for his attendance this evening – he is interested to listen to the discussions relating to agenda items 19a and 19b.

76/23/24 DECLARATIONS OF INTEREST:

a. To receive any declarations from Members of any registerable (5A of the Code of Conduct) and/or non-registerable (5B) interests in matters to be considered at this meeting.

None.

b. The Town Clerk to receive written requests for dispensations prior to the start of the meeting for consideration.

None.

77/23/24 **TO RECEIVE AND APPROVE THE MINUTES OF THE PERSONNEL COMMITTEE HELD ON 16TH NOVEMBER 2023 AS A TRUE AND CORRECT RECORD.**

Please see a copy of the minutes on the STC website or request to see a copy at the Guildhall.

It was proposed by Councillor Stoyel, seconded by Councillor Martin and unanimously **RESOLVED** to amend 'date of next meeting' from '6.30am' to '8pm'.

It was proposed by Councillor Stoyel, seconded by Councillor Dent and unanimously **RESOLVED** that the minutes of the Personnel Meeting held on 16th November 2023 were confirmed as a true and correct record.

78/23/24 **TO CONSIDER RISK MANAGEMENT REPORTS AS MAY BE RECEIVED.**

Nothing to report.

79/23/24 **TO CONSIDER HEALTH AND SAFETY REPORTS AS MAY BE RECEIVED.**

Nothing to report.

80/23/24

TO RECEIVE THE PERSONNEL COMMITTEE BUDGET STATEMENT AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.

The Town Clerk informed Members that the staff training budget codes are split across Services, Library and Policy and Finance in the same manner as the salaries. There is potential for staff to miss training opportunities due to the lengthy approval process for training requests over the delegated amount of £200.

Members asked various questions.

The Town Clerk confirmed that salary incremental is a recommendation to Full Council.

It was **RESOLVED** to note the budget statement.

It was proposed by Councillor Dent, seconded by Councillor Martin and unanimously resolved to **RECOMMEND** to the Policy and Finance Committee held on 12th March to consider virement of the staff training budget codes to the Personnel Committee to assist with staff training requests in line with the Committee Terms of Reference.

It was proposed by Councillor Martin, seconded by Councillor Dent and unanimously resolved to **RECOMMEND** to the Policy and Finance Committee held on 12th March to consider virement of the staff salary budget codes to the Personnel Committee.

81/23/24 **TO RECEIVE REPORTS ON STAFF TRAINING AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE:**

a. Training Budget

It was **RESOLVED** to note.

b. Training Attended

Councillor Foster left the meeting and then re-joined the meeting during discussion of this item.

It was **RESOLVED** to note.

c. Training requests

It was proposed by Councillor Martin, seconded by Councillor Stoyel and unanimously resolved to **RECOMMEND** to the Services Committee to be held on 11th April to ratify the Town Clerk's delegated authority for the Service Delivery Manager to attend RoSPA Routine Visual Inspection course at a cost of £335+VAT allocated to budget code 6676 Service Delivery Staff Training.

It was proposed by Councillor Stoyel, seconded by Councillor Foster and unanimously resolved to **RECOMMEND** to the Policy and Finance Committee to be held on 12th March to approve the Finance Officer to attend the Local Government Association Employer Role training on the 16th April at a cost of £250+VAT allocated to budget code 6656 Staff Training.

82/23/24 **TO RECEIVE AN UPDATE ON STAFF END OF YEAR ANNUAL LEAVE 2023-24 AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

It was **RESOLVED** to note.

83/23/24 **TO NOTE THE APPOINTMENT OF A SERVICE DELIVERY GENERAL ASSISTANT.**

It was **RESOLVED** to note the appointment on 15th February 2024 of a Service Delivery General Assistant and to welcome him to Saltash Town Council.

84/23/24 **TO REVIEW THE CHRISTMAS AND NEW YEAR SHUT DOWN FOR THE YEAR 2024 AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

It was proposed by Councillor Stoyel, seconded by Councillor Miller and unanimously resolved to **RECOMMEND** to Full Council held on 7th March:

1. The Town Council Christmas shutdown period to commence on Tuesday 24th December 2024 at 12.30 and re-opens on Thursday 2nd January 2025;
2. Staff to take annual leave on 27th, 30th and 31st December 2024 to cover the Christmas shutdown period;
3. This will not apply to operational staff who are required to remain on duty during this period by an agreed on call rota system to carry out essential services in the town.

85/23/24 **TO REVIEW THE 'SALTASH DAY' FOR THE YEAR 2024 AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

It was proposed by Councillor Martin, seconded by Councillor Stoyel and unanimously resolved to **RECOMMEND** to Full Council held on 7th March:

1. Half a day be awarded to all staff on Tuesday 24th December 2024, finishing at 12.30;
2. To allocate staff that work part time, the half a day in the morning rather than the afternoon.

86/23/24 **TO RECEIVE A REPORT ON BRIGHTPAY SOFTWARE AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

It was proposed by Councillor Martin, seconded by Councillor Stoyel and unanimously **RESOLVED** to:

1. Purchase an annual licence for BrightPay 2024/25 at a cost of £289+VAT;
2. Purchase BrightPay Connect at a cost of 0.65p+VAT per employee per month;
3. **RECOMMEND** to the Policy and Finance Committee held on 12th March that the associated cost be allocated to budget code 6305 Finance Software due to the function moving back in-house.

87/23/24 **TO REVIEW TEAM COMPLIMENTS AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

It was proposed by Councillor Martin, seconded by Councillor Dent and unanimously **RESOLVED**:

1. To note and thank the Town Council Departments for their continued commitment and hard work given to the Town Council and community;
2. That future recognition received from the public be reported back to Personnel and Full Council meetings.

88/23/24 **TO REVIEW ROSEVALE ACCOUNTANTS PAYROLL SERVICES AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

It was **RESOLVED** to note termination of Rosevale Accountants payroll services.

89/23/24 **TO REVIEW ROSEVALE ACCOUNTANTS FINANCE SERVICE AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

It was proposed by Councillor Martin, seconded by Councillor Foster and unanimously **RESOLVED**:

1. To continue with the temporary appointment of Rosevale Accountants to support the Finance Officer with the year-end and AGAR work;
2. At a cost of £33+VAT per hour;
3. The Town Clerk to continue to oversee the working relationship with Rosevale and ensure contracted hours are only as necessary and stay within budget;
4. To note the 12 month training plan ceases on 31st March 2024;
5. To **RECOMMEND** to the Policy and Finance Committee held on 12th March to allocate the associated cost to budget code 6661 Finance Consultancy Fees.

90/23/24 **TO REVIEW THE PROTOCOL FOR MEMBER OFFICER RELATIONS POLICY AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

The Chairman reminded Members of the advice received from CALC relating to the Protocol for Member Officer Relations.

It was proposed by Councillor Martin, seconded by Councillor Stoyel and unanimously **RESOLVED** that Councillors Martin and Stoyel revisit the CALC recommendations applying amendments to the policy for consideration at the 27th June Personnel Committee meeting.

91/23/24 **TO REVIEW THE APPOINTMENT OF A TOWN CRIER AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

It was proposed by Councillor Foster, seconded by Councillor Dent and unanimously **RESOLVED** to defer to the 27th June Personnel Committee meeting.

92/23/24 **TO RECEIVE THE FOLLOWING DRAFT JOB DESCRIPTIONS AND PERSON SPECIFICATIONS AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE:**

a. Development Manager;

It was proposed by Councillor Foster, seconded by Councillor Miller and unanimously resolved to **RECOMMEND** to Full Council held 7th March to:

1. Approve the new role, Development and Engagement Manager into the existing Town Council organisation structure;
2. Approve the job description and person specification (as attached) subject to the HR Advisers review and sign off;
3. To advertise from 1st April 2024;
4. To note the new role will assist with the implementation of the Business Plan and other Town Council business.

b. Communications and Engagement Officer.

It was proposed by Councillor Martin, seconded by Councillor Miller and unanimously resolved to **RECOMMEND** to Full Council held 7th March to:

1. Approve the new role, Communications and Engagement Officer into the existing Town Council organisation structure;
2. Approve the job description and person specification (as attached) subject to the HR Advisers review and sign off;
3. To advertise from 1st April 2024.

Councillor Bickford left the meeting.

93/23/24

PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960

It was proposed by Councillor Martin, seconded by Councillor Dent and **RESOLVED** that pursuant to Section 1(2) of the Public Bodies (Admission to meetings) Act 1960 the public and press leave the meeting because of the confidential nature of the business to be transacted and in accordance with Saltash Town Council Standing Orders and Terms of Reference.

The Chairman informed Members that the meeting is now in Part Two.

The Chairman reminded Members that items discussed are of the **strictest confidence** and must **not** be discussed or shared with others.

The Chairman asked Members to refrain from taking notes in part two confidential session, reports have been provided.

All Members are subject to GDPR, Data Protection Regulations and the Code of Conduct.

Members in attendance noted the Chairman's statement.

94/23/24 **TO RECEIVE A REPORT ON THE ANNUAL STAFF PERFORMANCE REVIEWS AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

The Town Clerk informed Members that the annual staff performance reviews have taken place.

It was proposed by Councillor Martin, seconded by Councillor Stoyel and unanimously resolved to **RECOMMEND** to Full Council held on 7th March to approve all incremental point progressions for eligible staff for the year 2024-25, from 1st April 2024.

95/23/24 **TO RECEIVE A FLEXIBLE WORKING REQUEST AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

It was proposed by Councillor Martin, seconded by Councillor Dent and **RESOLVED** to:

1. Approve the reduction of working hours for a Library member of staff from 19 hours per week to 17 hours per week to commence on 1st April 2024;
2. Approve the increase of working hours for a Library member of staff from 16 hours to 18 hours per week to commence on 1st April 2024;
3. HR Advisers to issue an addendum to the member of staff contracts of employment.

The Town Clerk informed Members that the meeting is about to exceed 2.5 hours breaching Standing Orders.

It was proposed by Councillor Martin, seconded by Councillor Dent and **RESOLVED** to suspend Standing Order 2.V to allow the remaining business to be considered.

96/23/24 **TO RECEIVE A STAFFING REPORT FROM THE TOWN CLERK AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

The Town Clerk informed Members of the need to appoint an Occupational Health Assessor (OHA) in line with being a good employer and employment regulations.

It was proposed by Councillor Miller, seconded by Councillor Stoyel and **RESOLVED** to appoint an OHA at a cost of £250 plus a mileage charge from Paignton.

It was proposed by Councillor Martin, seconded by Councillor Foster and **RESOLVED** to appoint an OHA at a cost of £250 plus a mileage charge from Paignton.

It was **RESOLVED** to note the remainder of the staffing report received from the Town Clerk.

97/23/24 **TO CONSIDER ANY ITEMS REFERRED FROM THE MAIN PART OF THE AGENDA.**

None.

98/23/24 **PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960**

It was proposed by Councillor Martin, seconded by Councillor Stoyel and resolved that the public and press be re-admitted to the meeting.

99/23/24 **TO CONSIDER URGENT NON-FINANCIAL ITEMS AT THE DISCRETION OF THE CHAIRMAN.**

None.

100/23/24 **TO CONFIRM ANY PRESS AND SOCIAL MEDIA RELEASES ASSOCIATED WITH ANY AGREED ACTIONS AND EXPENDITURE OF THE MEETING.**

None.

DATE OF NEXT MEETING

Thursday 27 June 2024 at 6.30 pm

Rising at: 9.30 pm

Signed: _____
Chairman

Dated: _____

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

Development and Engagement Manager

As Council we have never been busier. I think we all must recognise the change in the nature of local authorities as we navigate public life since Covid.

The public purse is being squeezed ever tighter at Westminster and more and more is being delegated and devolved to authorities closer to home to deliver.

As a town council we are in the privileged position to be able to look at delivering some really exciting and rejuvenating projects for our town with the funding that we have achieved, and without having to rely on the Precept to do so. We have very few revenue streams currently so it's crucial whatever we do has as little impact on the Precept as possible.

The current list of projects includes:

1. CLUP – Connectivity project
2. Town Vitality – Open Green Space
3. CIL – Playparks
4. Waterside toilets
5. Coastal Communities Team – waterside flood prevention and public realm improvements

There is a considerable amount of work involved. Ensuring we have the right roles in place makes our goals positive and deliverable without putting an additional burden on our officers.

Researching and applying for funding is a massive undertaking and one that can no longer be delivered effectively by the Town Clerk alongside her full-time role. Up to now we have delegated the work to outside agencies and consultants where possible, but they can only pick up the parts of that work that can be paid via the funding. This is not a long-term solution.

In order to be able to compete with other authorities and comply with deadlines which often have a short lead time, we need to ensure we have someone on board who is doing that constantly and consistently. There is nothing worse than recognising funding opportunities once they have closed, and for the town to miss out.

Achieving funding too is a huge hurdle filling out bids and gathering all the subsequent information needed. To have someone with the skillset undertaking this work will be far more efficient and effective than how we are currently working which is not sustainable if we want to develop and implement our business plan. It will mean we are able to look for and take on more projects for the town fulfilling the vision we have signed up to around our six priorities.

This is an exciting role. Finding the right person will be a challenge in the current climate but we have built a strong team of senior management and this new person will sit within that team and be instrumental in driving our strategy forward.

End of Report
Personnel Committee

DRAFT Job Description

Position Title	Development and Engagement Manager
Location	Saltash Town Council – The Guildhall
Reporting to	Town Clerk / Responsible Finance Officer
Hours	Full Time - 37 per week variable but generally 9am to 5pm Monday to Friday, subject to your attendance at evening meetings, civic events and projects as required
NJC Grade	29 – 32 dependent on skills and experience

Job purpose:

To collaborate with the Town Clerk/RFO on the day to day operations of Town Council projects and funding opportunities working within the business plan to meet the strategic priorities of the Council.

The role will primarily be to source funding opportunities, prepare applications to a range of funders in order to secure financial support for a variety of projects and to oversee line management of the communications lead.

To prepare and submit well written applications based on information provided by the Town Councillors, staff, as well as key stakeholders.

In liaison with the Town Clerk/RFO advise the Town Council of relevant funding opportunities and projects.

The Development and Engagement Manager will be a member of the Senior Management Team.

Key Responsibilities:

1. To deliver and lead partnerships and funding strategy in line with the business plan goals.
2. To develop and deliver an annual community engagement and fundraising activity plan for the Council reporting to the relevant Sub Committee.
3. Proactively grow, develop and manage Town Council funding opportunities and projects for the betterment of Saltash.
4. To gather evidence to complete pre-qualification funding questionnaire to develop into funding applications.
5. To be responsible for researching and preparing documents which are designed to receive project funding for the Council.
6. To identify ways in which the Town Council can further strengthen its relationships with the community, key stakeholders and external contractors.

7. To oversee funding awarded against expenditure up to the end of the project agreement working closely with the Responsible Finance Officer (RFO) and Finance Officer.
8. To review and comply with all Grant Funding Agreements working closely with the Town Clerk/RFO.
9. To monitor the delivery of all work programmes reporting on a regular basis to the Town Clerk/RFO and where appropriate the Council and key stakeholders.
10. To provide comprehensive reports (including financial) at the initial stage of any funding opportunity, through to completion of a project reporting directly to the Town Clerk/RFO, key stakeholders and the Town Council.
11. To attend relevant Town Council meetings as directed by the Town Clerk.
12. To identify areas where best practice, income generation and cost saving initiatives can be implemented.
13. To ensure the Town Clerk is up to date with partnership and funding progress and involved where appropriate in attending meetings and events.
14. To manage the production of consultation projects working with the Communications and Engagement Officer to deliver and present results.
15. To obtain quotes for goods and services working within the Town Council procurement process for projects.
16. To work in collaboration with colleagues across the Town Council departments to ensure effective communication of plans and progress.
17. To actively contribute towards the overall organisational strategy to embed a funding culture across the Council.
18. To ensure that all funded processes are compliant with GDPR and Funding Regulator requirements and consistently refresh your knowledge in relation to this.
19. To operate in accordance with the diverse needs of the community to ensure equal access to service.
20. To be an advocate for the Town Council business plan.
21. To attend the senior management meetings, contributing towards the shared goal of achieving organisational excellence.
22. Contribute to the Town Council business plan for both the implementation of the current plan and progress the development for the town's business plan for the future.
23. To play an active role as a line manager in role modelling the behaviours and core values of the Council.

24. To line manage the Communications and Engagement Officer providing inspiring leadership, guidance and mentoring support including setting quarterly and annual objectives, carrying out 1:1s as required and completing annual performance review.
25. Be proactive in identifying opportunities for learning and professional development to ensure continuous improvement.
26. To provide cover for staff (where trained to do so) when required and directed by the Town Clerk/RFO.
27. To work in accordance with the Town Council's policies and procedures.
28. This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will perform.
29. The job description will be reviewed as necessary and may be changed in the light of experience and in consultation with the post-holder.
30. To be responsible for security of premises, including safe custody of premises keys, safe keys, and setting of security alarm when necessary.

DRAFT Person specification: Development and Engagement Manager

Attribute	Essential	Desirable
Qualification and Training	<p>GCSE Math and English or equivalent</p> <p>Relevant degree/professional qualification in bid writing, marketing and/or promotion</p> <p>Up to date knowledge of funding opportunities and practice</p> <p>Management or supervisory skills training or equivalent</p>	<p>Relevant qualification in website content management</p> <p>A relevant professional qualification, or experience at a senior level in local government</p>
Management of people	Line management experience	
Experience	<p>Administration experience at a senior level</p> <p>Knowledge of general office practices and procedures</p> <p>Demonstrate project management skills</p> <p>Community development and engagement, or a similar role</p> <p>Running successful engagement event's ideally in a community setting</p>	<p>Experience of website content management</p> <p>Experience being responsible for Human Resources and staff training</p> <p>Financial management experience including budget management</p> <p>Developing and implementing engagement strategies in a similar role</p>

<p>Behaviours and characteristics</p>	<p>Dynamic and adaptable approach</p> <p>Ability to prioritise and plan workload efficiently, with a thorough and meticulous approach</p> <p>Ability to manage simultaneous projects and to co-ordinate a safe and efficient operating environment</p> <p>Excellent time management</p> <p>A 'service driven' and 'can do' attitude</p> <p>Ability to refer to facts, gather and use factual data to logically support a proposal or change initiative</p>	<p>Ability to identify strategic aims, anticipate future demands, opportunities and constraints</p>
<p>Practical Skills</p>	<p>Proven track record of funding bid writing and managing of grant funding agreements/awards</p> <p>Ability to form constructive relationships with a diverse set of people including colleagues, business representatives, members of the community, key stakeholders and the Town Council</p> <p>Great team worker with the ability to work collaboratively and flexibly</p> <p>Ability to manage self and others for maximum effectiveness</p> <p>Ability to meet targets and deadlines</p>	<p>Ability to understand budgets</p> <p>Ability to understand the legal framework in which the Town Council operates</p>

<p>Communication</p>	<p>Ability to communicate effectively, orally, in writing and electronically</p> <p>Good networking skills are essential</p> <p>Ability to present to diverse audiences</p> <p>Ability to be articulate and sensitive in potentially controversial situations</p> <p>Ability to develop effective relationships with external and internal stakeholder, the general public and statutory bodies</p>	<p>Ability to liaise with the press and/or other media in accordance with Town Council policies</p>
<p>Personal Qualities</p>	<p>To maintain confidentiality</p> <p>Ability to work under pressure</p> <p>Ability to be diplomatic and tactful</p> <p>Ability to work co-operatively and effectively as part of a team</p> <p>To be approachable and to have good listening skills</p> <p>To maintain the reputation of the Town Council</p>	
<p>Strategic Thinking</p>	<p>Ability to think, plan and work strategically and methodically</p>	

Technology / IT Skills	<p>Excellent understanding of IT in order to perform office functions and other requirements of the role</p> <p>Professional knowledge of Office packages including Word, Excel, Outlook, SharePoint, and database software</p>	Previous experience using finance, HR and administration systems
Equal Opportunities	Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs	
Other relevant factors	<p>Ability to attend Town Council meetings which would require working out of normal office hours (evenings)</p> <p>To attend Town Council civic events and projects as required</p>	Driving licence and vehicle

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**

DRAFT Job Description

Position Title	Communications and Engagement Officer
Location	Saltash Town Council – The Guildhall
Reporting to	Development and Engagement Manager
Hours	Part Time - 25 per week variable but generally 9am to 2pm Monday to Friday, subject to your attendance at civic events and projects as required directed by the Development and Engagement Manager
NJC Grade	13 - 17 dependent on skills and experience

Job purpose:

To collaborate with the Development and Engagement Manager on the day-to-day operations of Town Council events, projects and funding opportunities to ensure effective communication is delivered.

To ensure excellent communication and marketing is delivered and the media and public relations of Saltash Town Council is protected.

Enhancing the Town Council by delivering messages that align with the Town Council's vision, values and objectives.

Secure positive and relevant media coverage for the Town Council.

Key Responsibilities:

1. To market and promote activities and functions in which the Town Council is involved generally and all Town Council owned facilities, in conjunction with other staff where relevant.
2. To market and promote events and promotions in which the Town Council may wish to engage.
3. To participate in the organisation and project management of events and functions as directed/requested with other staff where relevant.
4. To promote Town Council services by way of press releases, social media posts, website and other forms of good communication, in conjunction with other staff where relevant.
5. Liaising with the Development and Engagement Manager (and any other relevant member of staff) in order to facilitate the production of a regular Town Council newsletter.
6. To design marketing and promotional material to a high standard working within the Town Council Style Guide.

7. To be responsible for the Town Council's social media account working with other staff were relevant.
8. To provide Line Managers with social media and website stats for reporting at relevant Town Council meetings.
9. To facilitate the Chairman's column (as provided by the Town Clerk or the Assistant Town Clerk) to the local press on a monthly basis.
10. To develop and implement the Town Council's Communication Strategy and Social Media Policy.
11. To be an advocate for the Town Council business plan as part of the team in assisting the Town Council to meet the objectives.
12. Contribute to the design and effective communication of the business plan for both the implementation of the current business plan and the devising of the new business plan in the future.
13. Be proactive in identifying opportunities for learning and professional development to ensure continuous improvement.
14. To operate in accordance with the diverse needs of the community to ensure equal access to service.
15. To take a lead on Public and Media relations, ensuring the Town Council reputation is protected at all times.
16. Use your own skill set to develop other staff in social media and other comms coverage to ensure we met a standard across the board.
17. To provide cover for staff (where trained to do so) when required and directed by the Development and Engagement Manager.
18. To work in accordance with all Town Council's policies and procedures.
19. This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will perform.
20. The job description will be reviewed as necessary and may be changed in the light of experience and in consultation with the post-holder.
21. To be responsible for security of premises, including safe custody of premises keys, safe keys, and setting of security alarm when necessary.

DRAFT Person specification: Communications and Engagement Officer

Attribute	Essential	Desirable
Qualifications	<p>GCSE Math and English or equivalent</p> <p>Relevant degree/professional qualification in marketing and comms or equivalent experience</p>	<p>Relevant qualification in website content management</p> <p>Digital marketing qualification and design content management website</p>
Experience	<p>Experience in marketing and comms</p> <p>Public and Media Relations</p> <p>Knowledge of general office practices and procedures</p> <p>Running successful engagement events ideally in a community setting</p>	<p>Project management</p>
Behaviours and characteristics	<p>Dynamic and adaptable approach</p> <p>Ability to prioritise and plan workload efficiently, with a thorough and meticulous approach</p> <p>Ability to manage simultaneous projects and to co-ordinate a safe and efficient operating environment</p> <p>Excellent time management</p> <p>A 'service driven' and 'can do' attitude</p>	

<p>Communication</p>	<p>Ability to communicate effectively, orally, in writing and electronically</p> <p>Good networking skills are essential</p> <p>Ability to liaise with the press and/or other media in accordance with Town Council policies</p> <p>Ability to be articulate and sensitive in potentially controversial situations</p> <p>Ability to develop effective relationships with external and internal stakeholder, the general public and statutory bodies</p>	<p>Ability to present to diverse audiences</p>
<p>Personal Qualities</p>	<p>To maintain confidentiality</p> <p>Ability to work under pressure</p> <p>Ability to be diplomatic and tactful</p> <p>Ability to work co-operatively and effectively as part of a team</p> <p>To be approachable and to have good listening skills</p> <p>To maintain the reputation of the Town Council</p>	
<p>Strategic Thinking</p>		<p>Ability to think, plan and work strategically and methodically</p>
<p>Technology / IT Skills</p>	<p>Excellent understanding of IT in order to perform office functions and other requirements of the role</p>	

	Professional knowledge of Office packages including Word, Excel, Outlook, SharePoint, database and creative software packages	
Equal Opportunities	Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs	
Other relevant factors	Ability to attend Town Council civic events and projects as required	Driving licence and vehicle

DRAFT