

Job Description

Position Title	Communications and Engagement Officer
Location	Saltash Town Council – The Guildhall
Reporting to	Development and Engagement Manager
Hours	25 hours 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

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 provide excellent communication and marketing protecting the media and public relations of Saltash Town Council. Working in line with the business plan and 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 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 and facilities 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 where 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 Office Manager / Assistant to the 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 meet 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.