



JOB DESCRIPTION

Job Title	Communications and Marketing Officer
Department	Finance & Resources
Grade	LC1 (13-17)

DESIGNATION

Responsible to Communication & Visitor Experience Manager

Responsible for N/A

Other Relationships

This is a key public engagement role that includes support to the Town Clerk and other colleagues with internal and external communications. Overseeing the marketing of all departments including Weston Museum, Old Town Quarry, Waterpark and all other council operations, the post holder will be required to liaise and network with a wide range of stakeholders, colleagues, elected members, unitary authority officers, community groups, press and partner organisations and have regular dialogue and contact with the CEO/Town Clerk and Director of Community services. In addition, service managers in relation to work streams, communication and marketing and community project requirements in line with the Councils strategic aims and objectives.

ORGANISATION TREE

Attached as appendix

JOB PURPOSE

The Communications/marketing role is challenging and varied and focuses on the council's relations with the public and other stakeholders, advising on the promotion of council services, both internally externally in meeting the needs of local people through supporting voluntary and community organisations in the Town. In addition there is a focus on Website management and development / content maintenance across all services as required.

OVERVIEW

MAIN DUTIES AND RESPONSIBILITIES

Community and Marketing Engagement

- Developing the Town Council, Museum, Old Town Quarry and other services public relations presence as required
- Proactive engagement with the Tourism Marketing Officer and colleagues in other departments on joint promotional initiatives
- Oversight of the management and maintenance of the Town council and Museum websites ensuring ongoing compliance with accessibility and legislative changes as they occur and updating of corporate sections of the website as required
- Conducting public opinion research such as customer questionnaires, focus groups, community consultation exercises of identified projects including collation, analysis and reporting.
- Overseeing and assisting the production and distribution of communication material including leaflets, posters, flyers newsletters blogs and e-newsletters and providing graphic design for all marketing areas
- Creating promotional films to support external communications and marketing for all departments and supporting community groups with film production
- Creating education films for in-house training
- Creating communications plans for projects and council initiatives as required
- Identifying and implementing means to engage and communicate with all sectors of the community including minority ethnic and hard to reach groups
- Liaison and working with colleagues and graphic designer and printers in the design of relevant communication material of town council initiatives
- Sourcing advertising opportunities in the press and media for council services as required
- Oversight and management of town council noticeboard provision ensuring upkeep with up to date appropriate and relevant ward information
- Building good working relations with partner organisations of the town council, contractors and external agencies
- Maintaining up to date working project files, archive files, including photo files for community initiatives
- Organising and attending community engagement initiatives
- Managing and overseeing the town council's blue plaque scheme
- Organising and developing internal communications systems
- Review and develop promotional material to maximise commercial/community opportunities, working with service managers as required
- Generation and updating of annual marketing plans for all council services
- Generation of update marketing reports for the council services including analytic data report as required
- Attendance at committee meetings as required
- Attendance at events and promotions as required by all town council services
- Providing Website management and development / content maintenance across all services as required, maximising SEO opportunities
- Working in close liaison with the council Social Media Officer to ensure continuity of language and style across all platforms.

General Duties:

- To support the need of providing general office cover at Council sites including enquiries from the general public

Governance

- Comply with record keeping procedures in relation to finance and administration, Health & Safety, safeguarding and GDPR.
- Adhere to policies and procedures in regard to Health and Safety, Equality and Diversity, Safeguarding and GDPR.
- Provide advice, information and assistance in a professional and courteous manner as a representative of the Council, as required.
- Be familiar with Council procedures and overall policy decisions of the Council in the execution of duties.
- Undertake such training as shall be directed by the Director of Finance & Resources
- To assist with other events and duties as reasonably be directed by the Director of Finance & Resources or SMT.

Special Conditions of the post

- There will be requirement for regular evening and weekend working to attend meetings of Committees, Sub-Committees, Working Groups, events, conferences, and courses as necessary.

PHYSICAL DEMANDS

There may be requirement to sit or stand for extended periods of time and be able to work or attend meetings within other service buildings. In addition, the ability to travel and work from other sites or areas within the town is key to the role.

WORKING CONDITIONS

This position may require working outside of regular business hours, occasional travel, and working in a fast-paced environment. Attendance to council meetings and events etc

I AGREE TO THE ABOVE JOB DESCRIPTION

Postholder (please print and sign)

Date

Director of Service

Date

Chief Executive Officer/Town Clerk

Date

SELECTION CRITERIA/PERSON SPECIFICATION

Conditions to note

Candidates

When completing your application form please address your answers directly to each of the selection criteria below. This enables the panel to assess your ability to meet each criterion. It is essential that you give at least one example of your ability to meet each of the 7 values and behaviours.

1. Selflessness
2. Integrity
3. Objectivity
4. Accountability
5. Openness
6. Honesty
7. Leadership

Values and Behaviours

Weston Town Council has identified 7 key behaviours and values (as above) that should be demonstrated by all Council employees. Successful candidates will show the ability to meet these behaviours. Candidates applying for managerial/leadership roles should also demonstrate 2 additional leadership behaviours.

Equal Opportunities

Weston-super-Mare Town Council is an Equal Opportunities employer and has an Equal Opportunities Policy with which you are expected to comply at all times. The Council condemns all forms of harassment and is actively seeking to promote a workplace where employees are treated with dignity, respect and without bias, irrespective of disability, race, religion or beliefs, nationality, ethnic origin, age, sexual orientation, gender or marital status.

EDUCATION, QUALIFICATION AND KNOWLEDGE

- GCSE (or equivalent) A - C grade in Maths and English
- NVQ L3 (or equivalent) in a relevant subject
- IT qualification
- Marketing / Communication and or Website qualifications

Personal Qualities and Attributes

Essential

- To possess a professional manner and a positive and proactive approach
- Experience of Websites and Social Media content production and maintenance
- Experience of liaising with stakeholders, both internally and externally
- Working with MS Office, internet and database
- Willingness to work evenings and weekends when required e.g. PR activity

- Previous experience in a Communications or Marketing role
- The ability to remain calm under pressure
- Good interpersonal and organisational skills
- The ability to work on own initiative and as part of a team
- Good verbal communication and customer service skills
- Enthusiasm
- Smart professional appearance

Desirable

- Previous experience of working in Public Sector Communication and Marketing
- Experience of community engagement
- Experience of media liaison
- Experience of Website design and build / management of content
- SEO optimising
- Ability to interpret analytic data for digital platforms
- Ability to use Canva or similar design platforms for the production of marketing content