

Job Description

Position Title	Communications and Engagement Officer
Location	Saltash Town Council – The Guildhall
Reporting to	Development and Engagement Manager
Hours	37 hours per week, 9am to 5pm Monday to Friday, subject to your attendance at evening meetings and civic events 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 high-quality marketing materials, including photos, videos, graphics, written copy, and digital assets (e.g. social media posts, banners, email templates, brochures), while ensuring consistency with the Town Council's Style Guide.

7. To be responsible for the Town Council's social media accounts 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 assist the Development and Engagement Officer with the Mayor's Town Messenger column-to the local press on a monthly basis.
10. To adhere to 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 develop and implement inclusive communication strategies to ensure the community have equal access to Town Council information.
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.