

Person Specification: Communications and Engagement Officer

Attribute	Essential	Desirable
Education and Training	<p>GCSE Math and English or equivalent (A-C).</p> <p>Relevant degree/professional qualification in marketing and comms or equivalent experience.</p>	<p>Digital marketing qualification and experience in content design and website management.</p> <p>Project/Event management Qualification.</p>
Experience	<p>Proven experience in marketing and communications, with a strong understanding of effective strategies and messaging.</p> <p>Knowledge of inclusive communication practices.</p> <p>Experience using design and scheduling tools (e.g., Canva, Adobe Suite, Hootsuite).</p> <p>Demonstrated success in managing social media campaigns that significantly increase engagement.</p> <p>Skilled in public and media relations, fostering positive relationships to enhance organisational reputation.</p> <p>Solid knowledge of general office practices and administrative procedures.</p> <p>Expertise in designing distinctive and impactful events that engage key stakeholders and achieve measurable results through strategic promotion.</p> <p>Understanding of GDPR and data confidentiality.</p>	<p>Knowledge of Town Council services and community engagement practices.</p> <p>Awareness of health & safety and safeguarding in public settings.</p> <p>Experience writing engaging press releases.</p>

Skills and knowledge	<p>Strong written and verbal communication skills.</p> <p>Proficient in managing social media platforms and content creation.</p> <p>Ability to design high-quality marketing materials (digital and print – editing videos, creating posters, newsletters etc).</p> <p>Strong public and media relations skills.</p> <p>Confident copywriting and proofreading abilities.</p> <p>Effective time management and ability to prioritise tasks.</p> <p>Ability to work both independently and as part of a team.</p> <p>Competence in analysing and reporting on social media/website engagement.</p> <p>Basic photography and videography skills.</p> <p>Proficiency in Microsoft Office and digital communication tools.</p>	<p>Understanding of website content management systems (e.g. WordPress)</p> <p>Understanding of analysis tools for social media platforms and websites.</p>
Strategic Thinking	<p>Ability to think strategically and align communications and engagement activities with the Town Council's broader objectives and priorities.</p> <p>Capable of identifying opportunities to enhance community engagement and service promotion through targeted campaigns.</p>	<p>Experience contributing to the development of strategic communications or business plans within a local authority or similar organisation.</p> <p>Ability to anticipate emerging trends or community needs and adapt strategies accordingly.</p>

	Able to assess outcomes and use data to inform future planning and continuous improvement.	
Communication	<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>	Ability to present to diverse audiences.
Personal Qualities	<p>Demonstrates a high level of discretion and the ability to maintain confidentiality at all times.</p> <p>Remains calm and effective under pressure, managing competing priorities with professionalism.</p> <p>Diplomatic and tactful when handling sensitive issues or engaging with a diverse range of stakeholders.</p> <p>Works collaboratively and contributes positively to team dynamics.</p> <p>Approachable and personable, with strong active listening and interpersonal skills.</p>	

	Acts as a positive ambassador, upholding and promoting the reputation of the Town Council in all interactions.	
Working Collaboratively	<p>The office is a close-knit team where collaboration is key, therefore, with a small team, each role significantly impacts our collective success.</p> <p>We value individuals who thrive in a cooperative setting and are mindful of their colleagues' contributions and needs.</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, Social Media, database and creative software packages.</p> <p>Ability to use website management platforms to maintain and develop the Town Council website.</p>	Ability to use search engine optimisation and understand algorithms.
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, evening meetings, and projects as required.	Driving licence and vehicle.
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