

COMMUNICATIONS AND ENGAGEMENT OFFICER – JOB DESCRIPTION

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 scale: 13 - 17

Responsible to: Development and Engagement Manager

Place of Work: Saltash Town Council – The Guildhall

JOB PURPOSE

The Communications and Engagement Officer plays a key role in delivering clear, consistent, and effective communication that supports Saltash Town Council's services, events, and strategic objectives. Working closely with the Development and Engagement Manager, the postholder will ensure strong day-to-day communication and engagement across all Town Council activities.

This role will lead on media relations, marketing, and public engagement, creating inclusive, informative, and on-brand content across a variety of channels including social media, press releases, website, video, and print.

This role will help protect and promote the Council's public image, ensuring alignment with the Council's vision, values, and business plan.

RESPONSIBILITIES

1. To market and promote activities, events, functions, and promotions in which the Town Council is involved or may wish to engage, in conjunction with other staff where relevant.
2. To support the organisation, promotion, and delivery of events and functions as directed by the Development and Engagement Manager, including attendance at civic and community events (which may take place during evenings and weekends), and to capture high-quality photographs and video content for use across press, website, and social media channels.
3. 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.
4. 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.
5. 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.

6. To be responsible for the Town Council's social media accounts working with other staff where relevant.
7. To provide Line Managers with social media and website stats for reporting at relevant Town Council meetings.
8. To assist the Development and Engagement Manager with the Mayor's Town Messenger column-to the local press on a monthly basis.
9. To adhere to and implement the Town Council's Communication Strategy and Social Media Policy.
10. To develop and implement inclusive communication strategies to ensure the community have equal access to Town Council information.
11. To take a lead on Public and Media relations, ensuring the Town Council reputation is protected at all times.
12. 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.
13. To provide cover for staff (where trained to do so) when required and directed by the Development and Engagement Manager.
14. To work in accordance with the Town Council's policies and procedures.
15. To attend relevant training to update your skills and competencies (as and when required) to continue to develop in the role.
16. To work in collaboration with colleagues across the Town Council departments to ensure effective communication of plans and progress.
17. To be an advocate for the Town Council business plan.
18. 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.
19. Undertake other delegated duties appropriate to the grading of the post.
20. 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.
21. The job description will be reviewed annually by the Development and Engagement Manager as necessary and may be changed in the light of experience and in consultation with the post-holder.
22. To be responsible for security of premises, including safe custody of premises keys, safe keys, and setting of security alarm when necessary.