

**COMMUNICATIONS & MARKETING OFFICER (18.5 HOURS PER WEEK)
JOB DESCRIPTION**

SALARY AND GRADING ACCORDING TO EXPERIENCE OF SUCCESSFUL CANDIDATE. SALARY RANGE GRADE 4 SCP 15 – 20

OBJECTIVE: To provide an effective external profile for the Town Council, developing marketing, media and engagement for the Council, supporting excellent customer service.

DIRECTLY RESPONSIBLE TO: Office Manager

ROLE AND RESPONSIBILITIES:

- Develop, support and deliver a media strategy for the Council including a proactive approach to the content and channel management
- Lead on the Council's web and social media presence
- Lead on the production of the Council's "Gazette" newsletter working alongside the Clerk
- Update and monitor the Council's website
- Manage the Council's social media on Facebook, Twitter and LinkedIn
- Manage the information for the Town Councils notice boards
- Develop a business engagement strategy and work with the clerk to deliver this.
- Develop and maintain a business directory for Hedge End
 - Develop a residents engagement strategy including feedback mechanisms such as: survey evaluation of clients and customers
 - Polls & votes
- To prepare reports and recommendations for future developments.
- Be responsible for Photography, videos and blogs to support the Council's e-development
- Support for Council events such as the Christmas Lights switch on
- Customer enquiries, evaluation, signposting and support.
- Provide cover for Reception and hall hire bookings

Keys

Keep all keys to buildings and honour their security accordingly. Where keys are not assigned to an individual to sign these in/out of the key store as required.

Additional Duties

As stated by the Office Manager or the Town Clerk.

This job description may be subject to review in consultation with the post holder in the light of changing needs and is not, in any case, an exhaustive list of all job activities. The Town Council reserves the right to vary or amend the duties and responsibilities of the post holder at any time according to the needs of the Town Council.

PERSON SPECIFICATION AND REQUIREMENTS

It is essential that the postholder has:

- Ability to work in an organised and methodical manner
- Be able to provide attention to detail when preparing information for the website and publications.
- Is articulate, being accurate and concise in writing articles for publication
- Be able to learn software applications and make recommendations for improvements
- Has an eye for design, with creativity and flair
- Ability to engage with residents and businesses to achieve outcomes for all.
- Ability to communicate at all levels. To ensure good Staff and Public relations are maintained and to project a friendly and co-operative image at all times.
- Self-motivation and is proactive in seeking out engagement opportunities
- Excellent timekeeping.
- Excellent organisational skills with the ability to remain calm under pressure.
- The post-holder must be willing and able to work unsocial hours which may be a frequent feature of this role which may include Sat/Sun/Public Holidays and evenings as required or when dealing with emergencies.

It is desirable that the postholder has:

- Degree in either Journalism / Marketing / Communications or Public Relations
- Emergency First Aid at Work Certificate.
- NVQ Level 2 in administration