



Newquay Council

Corporate Service

RECRUITMENT PACK

VACANCY INFORMATION & BENEFITS

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| Post Reference: | TC10 |
| Post Title: | Communications & Marketing Officer |
| GRADE: | 5 – (SCP 16 - 19/£26,357 - £27,852) pro-rata [Starting at SCP 16] |
| TYPE: | 16 - 20 Hours per week subject to candidate availability (Part Time) |
| Contract Type: | Permanent |
| Annual Leave: | 25 days (in addition to bank and public holidays) pro-rata |
| Pension: | Auto-enrolled into NEST after probationary period (3% Employer's contribution) |
| Other Benefits: | ⇒ Staff parking (subject to availability) |
| Other information: | ⇒ This post is part time. ⇒ The Council requires that the post holder is not engaged in any other employment without expressed written consent from the Council. ⇒ The post holder will be expected to work some evenings and some weekends to attend committee and/or Council meetings to present reports and/or recommendations along with handling any urgent communications issues out of hours. ⇒ The post holder will be asked to help manage events/social media during weekends/out of hours. |

JOB DESCRIPTION

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| Post Reference: | TC10 |
| Post title: | Communications & Marketing Officer |
| Service: | Senior Management Team |
| Responsible to: | Chief Executive and Senior Management Team |
| Responsible for: | N/A |

Job purpose

This role is responsible for the provision of communications support for the Town Clerk and Chief Executive, Senior Management Team and the Council. This role plays a vital part in promoting the Council's activities and initiatives to the public, stakeholders, and the wider community. The Communications & Marketing Officer will utilise various channels and platforms to ensure effective communication and engagement with the local community. The role will also be responsible for developing and executing marketing strategies, formulating pricing strategies and maximising income opportunities.

Main duties / responsibilities

- 1.** Monitor and manage all Town Council social media accounts, engaging with the community and to stay up to date with emerging social media networks/tools which may assist in promoting the Council's activities and services to a wider audience.
- 2.** Create and deliver compelling and engaging content demonstrating strong writing ability, creativity in design and grammatical knowledge. To publish content across multiple platforms including websites, social media, newsletters, press releases, and other relevant communication channels.
- 3.** Act as a liaison between the Council and local media outlets, handling media and public enquiries, writing press releases and organising media events.
- 4.** Maintain and update the Council's website and social media accounts, ensuring information is accurate, up to date and easily accessible.
- 5.** Coordinate and support the organisation of public consultations, events and public relations campaigns. Where relevant coordinate the Council's Corporate response to external public consultations.
- 6.** Collaborate with other Service departments to gather information on internal activities and promote effective communication with colleagues and Councillors in line with the Council's Community Engagement Strategy.

- 7.** Monitor and analyse the impact and effectiveness of communication activities, providing reports and recommendations for improvement.
- 8.** Manage, review and keep up to date all policies and procedures in relation to Communications, Marketing and Engagement.
- 9.** Create marketing campaigns and strategies to promote Town Council venues, events and Community Spaces. Alongside this to also develop pricing strategies for Town Council assets, leased and hire spaces based on projected demand, competition and other factors.
- 10.** Coordinating with advertising agencies, media outlets and other organisations to produce promotional materials such as brochures, flyers and catalogues.
- 11.** Develop pricing strategies for Town Council assets, leased and hire spaces based on projected demand, competition and other factors.
- 12.** Undertake other duties that may be required from time to time within the general scope of the post.

Key relationships

The post has daily working relationships with colleagues within the Senior Management Team as well as regularly work with other Service Department Managers, Councillors and the Mayor. It also requires working with the general public and external organisations such as Cornwall Council and the general public.

This job description is based on current duties and is subject to annual review as part of appraisal or as and when it is deemed necessary in consultation with the post holder.

PERSON SPECIFICATION

The person specification is a picture of skills, knowledge and experience required to carry out the job. It has been used to draw up the advert and will also be used in the short-listing and interview process for this post. You should demonstrate on your application form how you meet the following essential criteria.

| Code | Education and Training | Essential or Desirable | Identified by |
|------|---|------------------------|-----------------------------------|
| ET1 | A Levels or equivalent qualification | E | Certificates/ application form |
| ET2 | Relevant degree in Communications, Public Relations, Journalism, Marketing or a related field. | D | |
| Code | Experience, skills and knowledge | Essential or Desirable | Identified by |
| ES1 | Experience working as Communications and/or Marketing Officer within an organisation preferably in the public sector or government organisation. | E | Application form and interview |
| ES2 | Excellent written and verbal communication skills, with the ability to tailor messages to different audiences. | E | Application form and interview |
| ES3 | Strong knowledge and understanding of digital communication platforms, including websites, social media and content management systems. | E | Application form and interview |
| ES4 | Experience of producing high quality reports, articles, adverts, newsletters etc showing a strong written ability and grammatical knowledge. | E | Application form and interview |
| ES5 | Flexibility to work occasional evenings or weekends for events and meetings. | E | Interview |
| ES6 | Excellent IT skills, including use of Outlook, Word, Excel and ideally PowerPoint | E | Application Form |
| ES7 | Proficient in using design software and tools for creating visual content (e.g., Adobe Creative Suite). | E | Application Form |
| ES8 | Excellent organisational and time management skills, with the ability to handle multiple tasks and meet deadlines. | E | Application form and interview |
| ES9 | Able to handle a range of queries on the telephone, via email and/or Social Media, signposting to external service providers and organisations where appropriate. | E | Interview |
| ES10 | Strong interpersonal skills and the ability to build relationships with internal and external stakeholders. | E | Interview |
| ES11 | A proactive and creative approach to problem-solving, with the ability to think strategically. | D | Interview |

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| ES12 | Experience of liaising and negotiating with other organisations such as publishers, graphic designers, conference organisers and printers | D | Interview |
| ES13 | Experience of working within, or in partnership with, a Local Government organisation | D | Application form |
| ES14 | Experience in crisis communication and managing sensitive issues. | D | Application form and interview |
| ES15 | Understanding of SEO principles and experience in optimizing website content. | D | Application form and interview |
| Code | Personal qualities | Essential or Desirable | Identified by |
| P1 | Possessing sensitivity and understanding and able to apply this when dealing with the public, internal/external clients, staff and councillors. | E | Application form and interview |
| P2 | Possessing good judgment, total confidentiality and discretion at all times. | E | |
| P3 | Able to represent the organisation with key Stakeholders. | E | |
| P4 | Approachable and professional with the ability to build relationships quickly. | E | |
| P5 | Reliable and punctual. | E | |
| P6 | Ability to work with the team on an administrative level, in and out of projects, committees and general service delivery. The role will include some evening working, attending committee meetings to present reports on on-going projects and/or events. Most meetings are scheduled in advance. | E | |
| P7 | Able to communicate well with colleagues, exercising tact and diplomacy. | E | |
| P8 | Positive 'can do' attitude and able to use own initiative to react to situations and deliver a quality service at all times. | E | |
| Code | Additional information | Essential or Desirable | Identified by |
| A1 | Full, valid driving licence. | E | Certificates, application form, interview |
| A2 | There is a No Smoking Policy on all Council sites and within all Council vehicles. | n/a | |
| A3 | Your normal place of work will be the Town Clerk's Office, Municipal Offices, Marcus Hill. | n/a | |
| A5 | During the summer there is a significant influx of visitors, which means roads in and around Newquay become extremely congested. Where the post holder | n/a | |

| | resides is therefore something the Council will need to consider in order to ensure the post holder can effectively manage their time. | | |
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| Working Conditions | Essential or Desirable | | |
| Physical Demands | The post holder will have to spend long hours sitting and using office equipment and computers which can cause muscle strain. The post holder may also have to do some light lifting of supplies and materials from time to time. The post holder will be required to attend all events, which may require lifting of fencing, road signage, and/or assisting with the erection of temporary structures (e.g. gazebos/marquee) | | |
| Environmental Conditions | The Town Clerk's Office is a busy office. The post holder may have to manage several projects at one time and may be interrupted frequently to meet the needs and requests of residents, clients and contractors. The post holder may find the environment to be busy, noisy and will need excellent organisational and time and stress management skills to complete the required tasks. The post holder will attend all events, most of which will be open air and exposed to potential harsh weather environments. | | |
| Sensory Demands | Sensory demands include use of the computer, which may cause eyestrain and occasional headaches. The Town Clerk's Office may be noisy and busy making it difficult for the post holder to concentrate. | | |
| Mental Demands | The post holder will have to manage several requests and situations at one time. Stress may be caused by the need to complete tasks within tight deadlines. The post holder will also be responsible for the management of contractors, volunteers and the public through the course of events which can require conflict management skills and managing risk. | | |

DOCUMENT VERSION:

July 2023