



SHEPTON MALLETTOWN COUNCIL
Job Description and Person Specification

MARKETING, COMMUNICATIONS AND COMMUNITY ENGAGEMENT OFFICER

Salary:	£28,672 to £32,234, subject to experience (SCP 24 to 28) Contributory membership of Local Government Pension Scheme
Hours:	37 hours per week on a flexible basis; regular weekly evening meetings and occasional weekend work
Job type:	Full time, permanent
Reporting to:	Town Clerk
Location:	Offices of Shepton Mallet Town Council in the centre of town, and flexibly from home

JOB DESCRIPTION

1.0 PURPOSE OF THE ROLE

1.1 Help support the delivery of the Town Council's ambition and priorities by translating tangible project examples and council initiatives into eye-catching, attention-grabbing, engaging and targeted communication campaigns

1.2 Develop and deliver positive and proactive marketing and communications to build active engagement from local communities and raise awareness of the council and town to local people and visitors alike

1.4 Develop strong working relationships to get the very best out of broadcast, print and

social media

1.5 Plot, seek out and engage with stakeholders to elicit their support, active involvement and advocacy for council projects and initiatives

1.6 Ensure the council's positive reputation is upheld by providing media handling advice and helping to manage risks.

KEY TASKS

2.0 STRATEGIC VISION

2.1 In response to the town council's vision, objectives and strategic priorities, develop an innovative and multi-channelled communications strategy to reach all target audiences, supported by appropriate policies

2.2 Implement the strategy and manage all subsequent marketing and communications activity to positively enhance and increase awareness within the local community of the Town Council's activities, services and facilities.

3.0 COMMUNICATIONS

3.1 Work with the Town Clerk to improve communications, both internally and externally

3.2 Create high quality communications, marketing and promotional material and campaigns that support the delivery of council projects, providing regular feedback to the council on their effectiveness

3.3 Develop and manage the council's website, including content and layout, as well as sourcing content from local groups and tourist related activities

3.4 Provide relevant training, advice and support on marketing and communications to other members of staff.

4.0 MANAGING THE PROFILE OF THE COUNCIL

4.1 Have oversight of the public profile of the council and help to promote a positive reputation with all stakeholders; proactively monitor all external media relating to the council and ensure systems are in place to enable positive outcomes.

4.2 Advise all councillors and employees, with appropriate guidance and policies, on how to manage critical issues and maintain a positive, corporate and democratic image.

5.0 MEDIA MANAGEMENT

5.1 Create regular high quality material for media and handle all media enquiries

5.2 Build and maintain regular contact with local, regional, national and specialist media, writing releases, creating photo opportunities and organising media events

5.3 Identify and capitalise on opportunities to gain positive media coverage, and conversely to identify potential issues and respond appropriately.

6.0 STAKEHOLDER ENGAGEMENT

6.1 Identify key stakeholders and maximise opportunities to improve community engagement, involving them in town council projects to develop a sense of pride in Shepton Mallet

6.3 Design and deliver public consultations to receive feedback on projects and the general performance of the council

6.4 Lead on the management of events led by or involving the council: Collett Festival, Remembrance Day and any other event that requires organisation

7.0 DESIGN AND CREATIVITY

7.1 Ensure the council's branding is used and applied correctly at all times and on all mediums

7.2 Develop the council's web presence to bring and keep it up to date, taking advantage of the latest digital technology. Take responsibility for ensuring its security, hosting and accessibility to meet the required standards.

7.3 Develop and manage the council's social media platforms

7.4 Be responsible for the design and production of all printed material and advertising, ensuring effective distribution and strong visibility to all target audiences

7.5 Design and develop newsletters and other written literature as required

7.6 Develop a library of photography and video content

7.7 Develop a What's On Guide (both on line and in print form)

8.0 OTHER DUTIES

8.1 Carry out other duties relevant to this post that may be reasonably required to support the operational needs of the council, including supporting other members of staff during holidays and sickness absences

8.2 Attend evening meetings and occasional weekend work and maintain a flexible approach to working hours

8.3 Carry out all duties in accordance with the Town Council's adopted policies

8.4 Actively support the council's policies in relation to Dignity at Work, Equal Opportunities, Disability Discrimination and the Health and Safety at Work Act 1974

8.5 Work as part of a multi-disciplinary team, and take personal responsibility to work on your own initiative

8.6 Work positively with councillors and the staff team in a supportive and courteous manner

8.7 Actively and positively contribute to a personal development programme

8.10 Ensure that the Council's commitment to reducing its impact on the environment is adhered to

This document is subject to regular review to reflect any changing operational needs of the council.

PERSON SPECIFICATION
MARKETING AND COMMUNICATIONS OFFICER

	Essential	Desirable	Evidence
Qualifications & professional membership			
Educated to degree level or holding a degree level marketing/communications related qualification	✓		Application Form
Member of CIPR or CIM		✓	Application Form
Knowledge and Skills			
Excellent writing skills to meet the needs of different groups and target audiences	✓		Application Form
Excellent understanding of media relations, including media law and management of reputational issues and risk	✓		Application Form and Interview
Good working knowledge of website development, use of databases, photoshop and desktop publishing packages	✓		Application Form and Interview
Excellent understanding of digital communications, including existing and emerging social media platforms and apps	✓		Application Form and Interview
Ability to liaise with a variety of different stakeholders at all levels	✓		Application Form and interview
Ability to present complex data in a simple manner to a wide audience		✓	Application Form
Ability to work efficiently under pressure	✓		Application Form and interview
Ability to prioritise workload and deal with competing demands	✓		Application Form and interview
Working knowledge of local government, community engagement and the democratic process		✓	Application Form and interview
Working knowledge of database systems and security,		✓	Application Form

General Data Protection Regulations and website accessibility (in accordance with the 2018 regulations)			
Experience			
Minimum of 5 years' experience in a similar sized organisation	✓		Application Form and Interview
Experience of devising and implementing marketing and communications strategies	✓		Application Form and Interview
Experience of working with the media	✓		Application Form and Interview
Proven experience of building and maintaining collaborative working with stakeholders and volunteers	✓		Application Form and Interview
Experience of managing small scale events		✓	Application Form and Interview
Behaviour and Characteristics			
A 'can-do' attitude	✓		Interview
Organised approach to managing a busy workload	✓		Interview
Ability to work flexible hours, including evening meetings and occasional weekends	✓		Interview
A team player, service and public orientated, innovative, supportive, motivated, and flexible	✓		Interview
Commitment to continued professional development		✓	Interview
Aptitude for new technologies and computerised systems		✓	Interview
A full, clean driving licence and with access to own transport	✓		Application Form