



## Bude-Stratton Town Council

**Job Description:**        **Communications Officer**

**Salary:**                 Scale Points 6-11 (currently £19,698 - £21,748) pro rata

**Hours:**                 30 hours per week – days to be agreed, to include occasional evening and weekend working

**Annual leave:**        22 days per annum, rising to 25 days per annum after 5 years' service, + 2 concessionary days + statutory holidays, all pro rata.

**Place of work:**        The Parkhouse Centre, Bude or any other location as required

**Responsible to:**        The Project & Strategy Manager

**Main tasks:**

To convey Town Council communications in a professional and accessible manner across various platforms

To design and produce marketing and promotional material to a high standard

To ensure the Town Council's social media accounts are maintained, monitored and regularly updated with the production of monthly marketing schedules

To ensure the Town Council's websites are maintained, monitored and updated at least weekly

To prepare reports on a monthly basis or as required to be presented to the Town Council

To liaise with outside bodies in the Town whose purpose is the promotion of Bude

To liaise with other members of staff as required to promote and market the events and facilities of the Town Council

Produce a monthly newsletter to a high standard for both digital and print

To produce regular press releases and new articles on Council business and liaise with press regularly

To support The Project & Strategy Manager with public consultations

To market and promote Bude-Stratton Town Council events and any other events or promotions in which the Town Council may wish to engage

To facilitate the Council's communication strategy

To participate in the organisation and project management of events and functions as directed/requested

To provide support for the Council's office on a daily basis, answering telephone and face to face enquiries

To provide cover for other staff when required

To work flexible hours when required to meet deadlines

To undertake other duties of a reasonable nature commensurate with the post

To undertake training as and when required or requested

To abide by the Town Council's policies and staff handbook

The post holder may be subject to a Disclosure and Barring service (formerly CRB) check

## Person Specification – Communications and Marketing Officer

<u>Specification</u>	<u>Essential</u>	<u>Desirable</u>
<b><u>Qualifications:</u></b>		
Relevant degree/professional qualification in Communications/Marketing		X
Minimum A Level or equivalent standard	X	
IT qualifications – website content management etc		X
<b><u>Knowledge and Skills:</u></b>		
Experience of dealing with a wide range of groups including local community and professional bodies	X	
Excellent customer service	X	
Ability to convey issues and themes to a wide range of audiences	X	
Excellent communication skills	X	
Knowledge of local area and history and Cornwall’s cultural distinctiveness		X
Ability to work to strict deadlines	X	
Ability to produce accurate work	X	
Experience of using systems such as - Wordpress, Adobe Products (such as indesign, and illustrator) Canva, Facebook for Business, Google Analytics	X	
Ability to design marketing and promotional material to a high standard	X	
<b><u>Work Experience:</u></b>		
Experience in Communications and Marketing	X	
Project management		X
<b><u>Behaviours and characteristics:</u></b>		
Dynamic and adaptable approach	X	
Ability to prioritise and plan workload efficiently, with a thorough and meticulous approach	X	
Ability to manage simultaneous projects and to co-ordinate a safe and efficient operating environment	X	
Excellent time management	X	
Hold a full current valid driving licence	X	
A ‘service driven’ and ‘can do’ attitude	X	
Ability to work flexible hours including evenings and weekends	X	