

Agenda Item 3

For information - Marketing and Communication Update

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Summary

This report gives a flavour of the work that the Communication and Marketing Team has focussed on since April 2020.

This time the Communications report to Council Matters will be a verbal update and presented by the whole team who will give a brief rundown of what their role is, what they have been focussing on recently, how that fits in with our strategic objectives and why.

The team is:

Rachel Griffin - Marketing and Communications Manager
Strategic lead, marketing, events and Weston Warehouse

Beccy Byrne - Marketing and Communications Officer
Press lead, projects, engagement, reach and analytics

Laura Hales – Marketing and Communications Officer P/T
Town Hall Marketing, newsletters and social media lead

George Tomlinson – Marketing and Tourism Officer P/T
Discover Frome, businesses, listings and all things website or techy. Films.

Chloe Bray – Marketing and Communications Assistant P/T
Visual Collateral (posters etc), noticeboards and Instagram content creation, tickets.

Nykki Mehta – Events Administrator P/T
Town Hall events and weddings, and external event admin.