

Frome Town Council
Job description
Marketing & Communications Officer (maternity cover)

Grade: SCP 15 – 25

Hours of Work: You will work a 22.2 hour week. We operate a time off in lieu policy.

Leave Entitlement: 25 days per annum (inclusive of 2 extra statutory days leave), plus public holidays, pro rata.

Responsible to: Marketing and Communications Manager

To play a key role in communicating with both residents, businesses and visitors, and to raise the profile of Frome Town Council work programme, services and projects.

Key Responsibilities

- Work with the Marketing Communications Manager and team members to deliver a professional, proactive and creative service which supports FTC's vision and objectives, external and internal communications strategies and strengthens our reputation.
- Create high quality copy for the media, handle reactive media enquiries and identify opportunities to gain positive media coverage and adapt for multi-channel use.
- Identify and capitalise on positive news stories and, conversely, to identify potential issues and draft media responses.
- Develop proactive and engaging digital communications, including social media strategy and channels.
- Translate ideas and objectives into eye-catching, attention grabbing, engaging and targeted communications campaigns.
- Plan and oversee events including the format, content, collateral and activities, and on the day management.
- Work independently to plan, lead and implement multi-channel strategies, campaigns, activities and events and evaluate outcomes.

General

The responsibility for the smooth running of the Council is incumbent on all members of staff. At certain times -when colleagues are absent or during periods of seasonal or high workloads, for instance - you will be expected to help with or take on additional duties and responsibilities that are in line with the grade and purpose of this role.

A flexible approach to working evenings and weekends is required, although this will always be with as much notice as possible. Likewise: some Bank Holidays.

The post-holder has personal responsibility for safety in accordance with Health & Safety legislation

and Council policies.

The post-holder will be expected to behave in a sustainable and ethical way; and to spend public funds wisely.

You will be expected to liaise and work with all other colleagues - with the emphasis being on teamwork; providing assistance to others in covering holiday periods, sickness and any other contingencies when necessary.

Members of staff are to abide by and promote equalities within the Town Council as outlined in the NJC Pay & Conditions of Service and Council's Constitutional Policies. You should be committed to the Council's Equal Opportunities Policy as described in the staff handbook and to ensure equality of opportunity in service delivery.

This job is reflective of the current position and is subject to review and alteration in detail and emphasis in the light of future changes or developments.

Person Specification
Marketing and Communications Officer (maternity cover)

Qualifications

Educated to A Level or equivalent.

Knowledge and skills

- Knowledge of voluntary, community, and/or business sectors
- Knowledge of engagement techniques
- Ability to manage projects from planning through to completion stages.
- Good communication skills
- Ability to develop good working relationships.
- An ability to manage time and workload in order to be able to deal with tasks swiftly and effectively
- A professional and courteous manner
- A flexible approach to working weekends and evenings to coincide with events or meetings
- Ability to use initiative and to be self-motivated.
- Decisive, logical thinking with creative problem-solving ability
- Hands on and practical approach

Knowledge and skills - essential

- A flair for verbal, visual and written communications
- Excellent administration skills
- Attention to detail.
- Good IT, customer service and administration skills
- An ability to work as part of a team.

Knowledge and skills – desirable

- Experience of maintaining databases and websites
- Knowledge of wordpress, Indesign & photoshop an advantage
- Experience of Community engagement

Personal attributes

- Flexible approach to working - working some evenings and weekends is required. We operate a time off in lieu system.
- You must have a commitment to Frome Town Council's Equal Opportunities Policy ensuring equality of opportunity in service delivery.
- A positive outlook, a passion for communicating and for Frome.