

Dunstable Town Council

Town Clerk and Chief Executive's Office

JOB SPECIFICATION

Job Title: Corporate Marketing & Communications Officer
(37hrs per week)

Department: Town Clerk and Chief Executive's Office

Responsible to: Business Support Manager

Responsible for: None

Main Purpose of Job

1. To co-ordinate the marketing and promotion of all Council activities and services, including development and maintenance of the Council's website and social media activity.
2. To manage all aspects of the Council's digital presence and maintain strict control of the Council's corporate branding and identity thereby improving the Council's public profile and engagement.

Main Duties

1. Devise and implement annual marketing plans for all Council services and functions, helping to ensure that all commercial income targets are achieved. This will include carrying out tendering processes for information leaflets and advertising/marketing initiatives.
2. To be responsible for co-ordinating the review, updating, upgrading and maintenance of the Council's web site ensuring information is accurate and current. External assistance for this will be made available.
3. To be responsible for the collation of information and production of the Town Council's quarterly community newsletter, Talk of the Town together with its distribution.
4. To lead on all other corporate marketing activity, co-ordinating copy, liaising with designers and agreeing appropriate marketing channels.
5. To lead on the Council's social media platforms, ensuring content is well managed and appropriate, with a corporate approach to the Town Council's social media presence. Developing new forms of engagement through the review of emerging social media platforms, which target specific audiences.

6. To research, prepare and issue, as appropriate, press releases, features, statements, and rebuttals and to arrange press conferences, briefings, and interviews.
7. To help in the monitoring of media coverage of the Council and related matters and arrange circulation to appropriate officers and members.
8. To monitor, review and analyse the effectiveness of the council's marketing and communication and to use this to inform future decisions.
9. To manage the corporate marketing budget and ensure all financial matters are carried out in accordance with the Council's Financial Regulations.
10. To carry out any other duties which fall within the broad spirit, scope, and purpose of this job description.

Person Specification

Essential

1. English GCSE grade A-C or equivalent.
2. A recognised higher qualification in marketing and promotions.
3. Ability to communicate information accurately, concisely and have good interpersonal skills in a 'team' environment.
4. Ability to work under pressure, managing multiple projects simultaneously and to very tight deadlines whilst displaying flexibility and a calm approach.
5. Excellent, demonstrable IT skills including use of publishing packages such as Photoshop, Acrobat Adobe, Wordpress.
6. Demonstrable experience of undertaking marketing initiatives and experience and knowledge of marketing and promotions techniques.
7. Willingness to work co-operatively in a team, across teams as well as using own initiative, with a commitment to personal development, learning and training.
8. Extensive experience and understanding of social media platforms and online marketing and communications methods.
9. Experience of budget and financial management.
10. Demonstrable evidence of experience in creative thinking and implementation of innovative ideas for corporate marketing.
11. Demonstrate awareness/understanding of equal opportunities.

12. An approach that mirrors our Corporate Values as set out below.

RESPECT

- Value your colleagues, at all levels, in all service areas
- Offer and be open to support
- Have confidence to challenge appropriately
- Display empathy through consideration and understanding
- Exhibit ethical and social responsibility

COMMUNICATION

- Be an active listener
- Clear and consistent -clarity
- Measured and appropriate
- Regular, professional, and consistent
- Ensure it is timely, planning ahead and be aware of effects

HONESTY & TRUST

- Be a role model
- Be empowered, with confidence of support to deliver
- Take ownership, hold your hands up and take responsibility
- Be valued, do not doubt your own value

TEAMWORK

- Be adaptable, flexible, and approachable to work together
- Support your colleagues in all service areas
- Be positive, proactive and use your initiative
- Understand workloads, prioritise your own – the common goal
- Encourage cross department working

PRIDE

- Have a 'can do' attitude
- Always strive for success, want to achieve
- Praise and show recognition to colleagues - Job Well Done
- Say Thank you
- Lead by example
- Understand your worth within the organisation – 'The bigger picture' – we all play a part

Desirable

1. Educated to NVQ level 3 or equivalent
2. Experience of working within a local authority.

Complexity and Creativity

This is a key role that has corporate responsibility for marketing the services and functions of the Council. The role also has responsibility for ensuring the Council is promoted positively and creatively.

The post holder will be expected to represent the Council at meetings with other agencies.

Judgement and Decisions

The actions of the post holder will have an important influence on the organisation as a whole, determining how the Council is seen both internally and externally with partners and the public.

The post holder will have to have the necessary judgement when responding to public comments whilst demonstrating effective communication skills.

Decision making will be required daily on what and how to communicate and promote the Council and poor decisions could result in the Council not having a positive image or not being visible at all.

Contacts

Internal 80%

Councillors, Corporate Management Team, all Council staff.

External 20%

Representatives from partner organisations, members of the public, contractors, volunteers.