

## JOB DESCRIPTION

### Communications Officer

Date effective: October 2024

#### MAIN PURPOSE OF THE POST:

To plan, deliver and evaluate all the Town Council's communications activities in order to engage residents, local community groups, businesses, partner organisations, and the media and to raise the profile of Shrewsbury Town Council's work, services, and projects.

**RESPONSIBLE TO:** Office Manager

#### OTHER RELATIONSHIPS:

- Working with all Town Council Staff and Members
- Partner organisations, Shrewsbury in Bloom, Heart of England in Bloom & Britain in Bloom
- Press & Media contacts; design agencies and printers & publishers

#### CONTACTS:

**Internal 60%:** All Shrewsbury Town Council staff & elected members

**External 40%:** Local Members, residents, local stakeholders, local authority, contractors, suppliers and other public bodies

#### MAIN DUTIES:

1. To develop the Town Council's Communications Strategy and Action Plan.
2. To develop and implement social media campaigns and maintain the Town Council's social media presence.
3. Maintain the current website and work closely with the Town Council's external web developer to expand the site in line with the Town Council's increasing areas of responsibility eg. services, outdoor areas/facilities.
4. Ensure all website content meets the requirements of the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulation 2018 and provide training to other members of staff.
5. Use a variety of methods to conduct 'Social Listening' to gain a rounded understanding of public mood and sentiment on local issues to ensure Town Council communications are timely and remain relevant.
6. Monitor all media output (radio, television, print, web) relating to the Town Council and respond as appropriate in consultation with the Town Clerk.
7. Draft articles for internal and external publication, in clear and concise English with correct spelling and grammar, in close collaboration with the Town Clerk eg. news for the website, Annual Report, press releases, press statements.
8. Plan and implement PR activities and campaigns that showcase the Town Council's events, key projects, Grants Scheme etc.
9. Participate in the organisation and project management of Council events and functions including Shrewsbury in Bloom, Christmas Lights Switch-On and Carols in the Square.

## **JOB DESCRIPTION**

### **Communications Officer**

10. To assist with the co-ordination of funding bids.
11. Attend events and functions when required (including evenings and weekends) and take good quality photographs for PR purposes.
12. To promote Shrewsbury Town Council's Markets through varied media working in partnership with other partners.
13. To support any Town Council accreditation and award applications.
14. To liaise with local members in the promotion of their work as elected members.
15. To maintain a collection of photographs and press material regarding past and future activities of the Town Council.
16. To liaise with partners and stakeholders to ensure collective promotional activities.
17. To provide support to the Civic Team in the organisation of mayoral activities and events.
18. To attend internal and external meetings as required in connection with the duties of the post.
19. To work in locations specified by the Town Council to deliver the standards and service required.
20. To undertake additional duties as required, commensurate with the level of role. Note: This job description outlines the main duties and responsibilities of the position and is designed for the benefit of both the post holder and the Council in understanding the prime function of the post. It should not be regarded as exclusive or exhaustive as there may be other duties and responsibilities associated with and covered by the grading of the post.

**JOB DESCRIPTION**  
**Communications Officer**

**PERSON SPECIFICATION**

<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Qualifications/Education/Training</b>	
<ul style="list-style-type: none"> <li>Educated to at least 5 'O' levels / GCSEs (or equivalent) at a recognised pass grade or above, two of which must be English Language and Mathematics.</li> </ul>	
<b>Experience</b>	
<ul style="list-style-type: none"> <li>Experience of multi-channel communications.</li> <li>Experience of engaging with a wide range of internal and external stakeholders and building effective and productive working relationships.</li> <li>A minimum of 5 years' experience of IT including social media and design software, eg. Adobe, Canva etc.</li> </ul>	
<b>Knowledge</b>	
<ul style="list-style-type: none"> <li>Excellent written and verbal communication skills.</li> <li>Significant ability to summarise complex information in lively and compelling ways for different channels and audiences.</li> <li>Exceptionally proficient in using different communication tools and social media platforms.</li> <li>Highly capable of working independently and as part of a team.</li> <li>Excellent interpersonal skills and the ability to communicate with diverse groups.</li> <li>Excellent at networking and making new contacts and connections.</li> <li>Excellent administrative and organisational skills with the ability to deal with deadlines and conflicting priorities.</li> <li>Ability to maintain confidentiality, handle sensitive information and navigate challenging situations with empathy and professionalism.</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of the local area.</li> <li>Knowledge of Local Government responsibilities, systems and procedures.</li> </ul>
<b>Skills and competencies</b>	
<ul style="list-style-type: none"> <li>Ability to communicate effectively.</li> <li>Ability to perform efficiently and effectively with others at all levels, both internally and externally.</li> <li>Ability to use and manage resources efficiently and effectively.</li> <li>Ability to engage with a wide variety of stakeholders.</li> <li>Ability to work well with others work to strict deadlines and under pressure.</li> <li>Ability to make important judgements and decisions with minimum reference to senior officers is essential, particularly relating to matters or protocol.</li> </ul>	

**JOB DESCRIPTION**  
**Communications Officer**

<b>Personal Attributes</b>	
<ul style="list-style-type: none"> <li>• Self-reliant &amp; Self-motivated.</li> <li>• Flexible, pro-active and “hands-on” approach to tasks.</li> <li>• Community focussed.</li> <li>• Commitment to the delivery of quality service.</li> <li>• Ability to foster good relations.</li> <li>• Mature and common sense approach.</li> </ul>	
<b>Special Conditions</b>	
<ul style="list-style-type: none"> <li>• Willingness to attend Council and Committee meetings and functions in the evenings and at weekends.</li> <li>• Willingness to undergo training to acquire relevant new skills or knowledge relevant to the job.</li> <li>• Willingness to travel to a variety of sites.</li> <li>• Must be flexible, as the post may be based at various locations.</li> <li>• Full driving licence and use of vehicle.</li> <li>• Ability to respond to changes in workload and changing priorities by carrying out the role in a flexible manner which may include working extended hours at the beginning/end of the day/weekends/Bank Holidays.</li> </ul>	