



TOTNES TOWN COUNCIL

JOB DESCRIPTION – MARKETING & COMMUNICATIONS OFFICER

The post is part time (24 hours per week) and the working hours will include some evenings and weekends, as required by the activities of the Town Council. This post will be line managed by the Town Clerk.

Job Purpose:

The post will primarily be to play a key role in communicating with both residents, businesses and visitors, and to raise the profile of Totnes Town Council work programme, services and projects.

The primary responsibilities and duties are:

To be responsible for the Public Relations of the Council

- Act as a central point for information and briefings to the media.
- Manage communications campaigns, including social media, web content and blogs.
- 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.
- Arrange photo opportunities for the Mayor.
- Develop proactive and engaging digital communications, including social media strategy and channels. Oversee the Council's social media communications and implement strategies for increasing reach. Evaluate outcomes.
- Identify improvements to the Council website to ensure it provides relevant and up to date information to residents and visitors.
- Translate ideas and objectives into eye-catching, attention grabbing, engaging and targeted communications campaigns.

To implement a destination marketing plan for Totnes to promote businesses and increase visitor to the town.

- Participate in tourism promotional events as required.
- Manage the production of the Totnes Guide to ensure that it is delivered in budget.
- To update the Visit Totnes Social Media channels and website.

To work with the Town Clerk and Economic Support Officer on workstreams relating community and / or business liaison, supporting projects emerging from Council initiatives and projects.

To have an overview of Council run events and community activities.

To assist in maintaining a good Governance structure for the Council

- Ensure the Council's policies and procedures are carried out in relation to the financial administration of the Council.
- Assist the Town Clerk in spheres relating to tourism, public relations, communications and other relevant work
- Ensure that the council complies with all relevant statutes, regulations and proper practice including the publication of such data as may be required

To attend meetings as required by the Town Clerk.

Policies

- Carry out all duties in accordance with Totnes Town Council's adopted policies
- Carry out all duties in accordance with the Town Council's Equal Opportunities Policy. It is the duty of the post holder not to act in a prejudicial or discriminatory manner towards members of staff, visitor or members of the public. The post holder should also counteract such practice or behaviour by challenging or reporting it to the Clerk
- Carry out all duties being mindful of the Town Council's obligations under the Disability Discrimination Act 1998
- Attend to the health and safety of self, other people and resources whilst at work and cooperate with colleagues to comply with the Health and Safety at Work Act 1974
- Be aware and compliant with General Data Protection Regulations.

To actively and positively contribute to the appraisal process and to follow up agreed actions. Undertake such training or attendance at conference or relevant events as shall be directed by the Town Clerk