



TOTNES TOWN COUNCIL

JOB DESCRIPTION – COMMUNITY COMMUNICATIONS OFFICER

Hours: 24 hours per week (part time)

Reporting to: Town Clerk

Working pattern: Normally 4 days per week, with occasional evening or home working to support meetings and community engagement activities.

Job Purpose

- To lead and deliver all Town Council civic and community-facing communications, ensuring residents are clearly informed about Council decisions, priorities and outcomes, and that the Council demonstrates transparency, accountability and democratic visibility.
- This role is fully ring-fenced for statutory, civic and community communications and does not include responsibility for Visit Totnes, tourism promotion or business marketing activity, although partnership work in areas of overlap is expected, and limited cover during periods of absence of the Economic Development Officer.

Primary Responsibilities and Duties

1. Civic and Democratic Communications

- Plan and deliver clear, accessible communications about Council decisions, services, projects and statutory responsibilities.
- Produce post-meeting communications, including decision summaries and “You said / we did” reporting.
- Draft and publish statutory notices, press releases, blogs and public updates.
- Support democratic transparency and public understanding of Council governance.

2. Community Engagement and Participation

- Develop and deliver community engagement activity to strengthen trust, visibility and participation.
- Attend and engage with relevant community meetings and partnerships (e.g. Community Working Group, youth, policing and partnership forums).
- Clerking of the Community Working Group meetings – including agendas, minutes and following up/monitoring actions.
- Support campaigns that promote civic participation and community awareness.

3. Media Relations and Reputation Management

- Act as the Council’s central point of contact for the media, managing enquiries and interviews.

- Proactively identify positive news stories and manage reactive issues and reputational risk.
- Arrange photo opportunities and media support for the Mayor and Council activity.

4. Digital Civic Channels

- Manage the Town Council website and social media channels.
- Ensure information is accurate, accessible, inclusive and up to date.
- Work within the agreed Communications Strategy, applying tone, accessibility and evaluation standards.

5. Strategic Coordination and Reporting

- Contribute to the development and delivery of the Council's overarching Communications Strategy.
- Monitor and evaluate engagement, reach and effectiveness of civic communications.
- Work closely with the Town Clerk and other officers to coordinate messaging and planning.

General Duties

- Attend meetings as required by the Town Clerk.
- Assist at civic and community events as required, including occasional evenings or weekends.
- Carry out duties in accordance with all Totnes Town Council policies, including Equalities, Health & Safety and Data Protection.
- Positively contribute to appraisal, training and professional development.

Policies

- Carry out all duties in accordance with Totnes Town Council's adopted policies
- Carry out all duties in accordance with the Town Councils 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 Councils 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