



Bude-Stratton Town Council

Job Description:	Promotions, Marketing and Communications Officer
Salary:	Scale Points 16-21 (currently £17,419 - £20,138) pro rata
Hours:	19 ½ hours per week, Monday to Friday, including some evening and weekend work
Annual leave:	21 days per annum, rising to 25 days per annum after 5 years' service, + 2 concessionary days + statutory holidays, all pro rata
Place of work:	The Parkhouse Centre, Bude or any other location as required
Responsible to:	The Town Clerk

Main tasks:

- To market and promote activities and functions in which the Town Council is involved generally and all Town Council owned facilities, in conjunction with other staff where relevant
- To market and promote events including (but not limited to) the Christmas Fair, Wedding Fair and open days, Commemoration of the Battle of Stamford Hill, Heritage Day/Weekend and any other events or promotions in which the Town Council may wish to engage
- To participate in the organisation and project management of events and functions as directed/requested
- To liaise with the Heritage Development Officer regarding the promotion of the Heritage Centre's collections, permanent exhibitions and associated activities
- Liaising with the Town Clerk (and any other relevant member of staff) in order to facilitate the production of a regular Town Council newsletter
- To design marketing and promotional material to a high standard
- To ensure the Town Council's social media accounts are maintained, monitored and regularly updated
- To ensure the Town Council's websites are maintained, monitored and updated at least weekly
- Management of appropriate budgets and forecasts in conjunction with the Responsible Finance Officer (RFO)
- The preparation of reports for the appropriate committee as required and as determined by the Town Clerk or other manager
- To liaise with outside bodies in the Town whose purpose is the promotion of Bude
- To liaise with other members staff as required to promote and market the events and facilities of the Town Council
- To send the Mayors Remarks (as provided by the Town Clerk or the Mayor) to the local press on a monthly basis or when requested
- To advertise Councillor surgeries, consultations or other events as requested

- To facilitate the Council's communication strategy
- To provide support for the Council's office on a daily basis, answering telephone and face to face enquiries
- Actively support the Council's Dignity at Work policy to assist in eliminating discrimination and in maintaining a fair, positive and productive working environment, to meet statutory obligations and good employment practice
- To 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 their line manager
- To carry out all duties being mindful of the Town Councils obligations under the Disability Discrimination Act 1998
- To carry out all duties being mindful of the Town Councils obligations under the 'Every Child Matters' legislation and the Town Councils Child Protection Policy
- To work as part of a multi-disciplinary team, but also have the ability to take responsibility and work on own initiative
- As and when required by the Town Clerk or Council, to undertake other duties of a reasonable nature commensurate with the post
- 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
- To carry out all duties in accordance with Bude-Stratton Town Council's adopted policies
- The post holder may be subject to a Disclosure and Barring service (formerly CRB) check

Please note: This appointment is subject to a 6 month probationary period

Person Specification – Promotions, Marketing and Communications Officer

<u>Specification</u>	<u>Essential</u>	<u>Desirable</u>
<u>Qualifications:</u>		
Relevant degree/professional qualification in Marketing and/or Promotion	X	
Minimum English Language A Level or equivalent	X	
IT qualifications – such as ECDL		X
Relevant qualification in website content management		X
<u>Knowledge and Skills:</u>		
Experience of dealing with a wide range of interests, local communities and professional bodies	X	
Excellent customer service	X	
Ability to convey issues and themes to a wide range of audiences	X	
Knowledge of local area and history and Cornwall's cultural distinctiveness		X
Ability to work to strict deadlines	X	
Ability to produce accurate work	X	
Experience of website content management	X	
Experience of using IT (minimum Word, Excel, PowerPoint, Publisher)	X	
Ability to design marketing and promotional material to a high standard	X	
<u>Work Experience:</u>		
Experience in marketing and promotions	X	
Project management		X
<u>Behaviours and characteristics:</u>		
Dynamic and adaptable approach	X	
Ability to prioritise and plan workload efficiently, with a thorough and meticulous approach	X	
Ability to manage simultaneous projects and to co-ordinate a safe and efficient operating environment	X	
Excellent time management	X	
Hold a full current valid driving licence	X	
A 'service driven' and 'can do' attitude	X	
Ability to work flexible hours including evenings and weekends	X	