



CHEPSTOW TOWN COUNCIL
JOB DESCRIPTION AND EMPLOYEE SPECIFICATION

Job Title	Communications Officer (fixed term 12-month contract)	Salary	National Joint Council Spinal Column Point SCP 18 (pay award and review pending) £27,344 Full Time £18,475.68 PTE
Reporting To	Town Clerk	Hours	25
		Working Pattern	Flexible

About the Role

Chepstow Town Council is seeking a community-focussed and experienced Communications Officer to join its team to help the Council engage with its community. Following the publication of a 5-year Vision the Council is ambitious in its projects and needs to improve and update how it promotes itself and its activities and how it communicates with residents and other stakeholders.

Reporting to the Town Clerk this post will lead on creating and delivering the Council's Communications and Engagement Strategy and Action Plan. Working across all areas the post will support the Council's strategic priorities e.g. the environment, regeneration, resilience, wellbeing, community development, arts and culture and inclusivity.

The successful candidate will take the lead on improving and then maintaining how we engage, and how we promote our brand, services and amenities. Initial projects will include:

- I. Creation of a new communications strategy for the Town Council, looking at demographics, purpose, methods, audiences and alignment with the Town Council Vision;
- II. Likely scoping of a new website (in line with the new strategy and pending project funding);
- III. Development of a social media capability and purpose in line with strategy;
- IV. A rebrand of the Town Council, ensuring our professional image is consistent with our values and objectives.

The post offers a challenging workload, and the successful candidate will need to have the flexibility to handle a variety of projects and communication tasks.

About you

We are looking for someone with experience in communications, journalism or marketing who is keen to develop their career in a forward looking, community focussed environment, taking the lead in our

day to day communications as well as strategic projects.

You will be keen to really make a difference to the success of the Council and its agenda through the creative engagement of local people, promotion of the local brand and awareness of the work that we do. You will have experience of promoting activities, projects, services and /or events in creative ways as well as working more strategically on segmenting audiences and developing appropriate communication strategies to promote the values and work of the Council.,

You will have good working knowledge and experience of managing social media and digital platforms, including experience of reporting and analytics, as well as web editing and diverse content creation. You will need excellent writing and editing skills as well as the technical know-how and creativity to produce engaging and compelling content for different audiences and purposes, including residents, businesses, tourists and other stakeholder in a range of media.

This experience could have been gained in a range of different roles and through a variety of educational routes – what is most important to us is that you care about the success of Chepstow as a town and can demonstrate similar success in previous roles.

You will be a good fit for us if you are highly organised multi-tasker with the knowledge and experience to coordinate communications across varied channels and the ability to work positively and collaboratively with the Town Council team as well as elected Councillors and external stakeholders.

Chepstow Town Council is committed to being an inclusive employer and workplace, recruiting a workforce that is as diverse as the communities we serve. However you identify, and whatever background you bring with you, we welcome you to apply for a role with Chepstow Town Council.

We recognise the benefit of flexible working as a valued part of the way we work, and welcome applications from individuals who require flexibility.

Membership of the Local Government Pension Scheme, based on a Career Average Revalued Earnings (CARE) basis.

Holidays – pro rata 23 working days, increasing to 25 working days after five years continuous service, plus all normal bank holidays. In addition, there are 2 statutory days agreed locally.

Key Aims

1. To deliver effective external communications and engagement for the Council.
2. To proactively develop opportunities to communicate the work of the Council.

1.0 Key Responsibilities

- 1.1 To support the Council by leading on the development and implementation of a Communications and Engagement strategy.
- 1.2 To develop, write and proof marketing and communications material for the Council including press releases and social media content.
- 1.3 To communicate successfully with audiences using multiple media channels and techniques.
- 1.4 Monitor and report on performance relating to communications and engagement.
- 1.5 Use a range of tools and techniques to proactively communicate and engage with different audiences using identified key messages.
- 1.6 Ensure that the Council's communications and engagement activities comply with GDPR and equalities requirements.
- 1.7 Develop and maintain an internal style guide.
- 1.8 To research, collate, monitor and action a calendar of local, national and international days for the Council to mark in the town.

2.0 Newsletters and other printed material

- 2.1 To create and develop new innovative ways to communicate the Council's key messages and work including the development of a quarterly or half-yearly newsletter/eNewsletter or other material as directed by the Council.
- 2.2 To develop and implement the use of video and other digital technologies to promote the Town Council and events.

3.0 Social Media / Town Council Website

- 3.1 To manage the Council's website, and social media platforms, including researching, scheduling, monitoring and responding to communications.
- 3.2 Create and/or edit content relating to council business in consultation with the Clerk/Deputy Clerk.

4.0 Community Engagement

- 4.1 Research and implement better ways to engage with under-represented.
- 4.2 Explore innovations in public engagement to support public involvement in decision making.
- 4.3 Working with the Community Projects Officer in delivering engaging community consultations and engagement events to support delivery of council projects and inform strategic decision making.
- 4.4 To maintain positive relationships with local community groups, business and residents.

5.0 General Duties

- 5.1 To comply with relevant internal processes and external guidelines including the Code of Conduct and policies concerning data protection and health and safety.

- 5.2 To promote equality, diversity and inclusions and working to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
- 5.3 To work as part of a team with officers and councillors to achieve the councils aims and objectives.
- 6.0 Personal Development**
- 6.1 To develop professionally by keeping up to date your knowledge, skills and networks.
- 6.2 To attend training courses, conferences and seminars as required.
- 7.0 Other**
- 7.1 To undertake any such duty commensurate with the post.
- 7.2 As required, to assist with Town Council events, some of which fall outside normal working days or office hours. Duties may include but are not restricted to the marketing of the event and attendance to provide social media reporting.

EMPLOYEE SPECIFICATION

Experience/ Competencies	Essential or Desirable ?	Method of Assessment
Qualifications and Education		
<ul style="list-style-type: none"> 5 GCSEs (or equivalent) at grades A-C including Maths and English. 	Desirable	Application Form
<ul style="list-style-type: none"> Relevant degree and/or professional qualification(s). 	Desirable	Application Form
Experience		
<ul style="list-style-type: none"> Development of an innovative communications strategy, including new approaches, ideas and methods 	Essential	Interview
<ul style="list-style-type: none"> Production of communications, press releases and newsletters. 	Essential	Interview
<ul style="list-style-type: none"> Experience of using multiple channels to deliver campaigns and tell stories to different audiences. 	Desirable	Interview
<ul style="list-style-type: none"> Experience of having worked in the local authority sector or community led environment. 	Desirable	Interview

<p>Skills</p> <ul style="list-style-type: none"> • Ability to work as part of a team. • Good time management skills with the ability to juggle competing workloads and demonstrate good time management. • Ability to communicate with diverse groups – councillors’ colleagues, partners including the public, press etc. • Ability to demonstrate competence in the use of PC based office systems. • Ability to self-motivate and work to deadlines and to prioritise a variety of tasks and conflicting demands. • A high degree of organisational ability, there is a need to be versatile, adaptable and have a flexible approach to work. • An understanding of trends in the communications market and the needs to use this effectively with appropriate style and branding. • Ability to use hardware and software such as Canva, to prepare and present the town council’s communications in an exciting, informative and professional manner. 	<p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p>	<p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p>
<p>Skills and Attributes</p> <ul style="list-style-type: none"> • Good interpersonal and oral communication skills. • Good written communication skills • Ability to organise workload unsupervised and meet deadlines. • Political sensitivity, tact and diplomacy. • IT skills enabling use of internet, e-mail, word processing and website administration. • Understanding of the requirements of the data protection and freedom of information legislation and its application within an organisation. • Understanding of the key components of effective project planning. • Interpersonal skills, developing and maintaining positive working relationships with a wide variety of different groups and individuals. • Excellent interpersonal skills and the ability to communicate in a persuasive, confident and engaging manner. 	<p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p>	<p>Interview</p> <p>Application Form</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p>

<p>Personal Styles and Behaviours</p> <ul style="list-style-type: none"> • Good interpersonal and oral communication skills. • Good written communication skills, evidence of accuracy and attention to detail. • Ability to organise workload unsupervised and meet deadlines. • IT skills enabling use of internet, e-mail, word processing, financial databases and spread sheets and website administration. • Advocate of equality, diversity and respect in the workplace. • Committed to local democracy, social justice and accountability to the community. 	<p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Essential</p> <p>Desirable</p>	<p>Interview</p> <p>Application Form</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Interview</p> <p>Interview</p>
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