

## **JOB DESCRIPTION**

Post Title:	Events and Communications Officer
Hours:	37 hours per week
Salary:	SCP 13– 16, £26,873 to £28,282 dependent on experience
Responsible To:	Town Clerk

## **CORE DUTIES OF THE POST**

- To assist in the co-ordination, development, and promotion of the Town Council's programme of events.
- To monitor, review and promote effective methods of communication and engagement with the local community and maintain a visible and positive presence across a range of media.
- To provide a fully flexible support service to the Town Council, undertaking a range of administrative duties.

## **DETAILED DUTIES AND RESPONSIBILITIES**

### **Events**

1. To assist with organising and delivering annual and periodic events in which the Town Council is involved; either directly or indirectly. Such occasions will include:
  - Music in the Park Summer Programme
  - The Mayor's Bonanza
  - Malvern in Bloom / Heart of England in Bloom
  - Armistice Day / Remembrance Sunday
  - Christmas Light Switch On Event
  - Christmas Charity Concert
  - The Mayor's Peaks Challenge
  - Armed Forces Day
  - Additional Mayoral charity events as required
  - Other specific events and projects assigned from time to time
2. To assist in the development of the overall events programme in Malvern through the enhancement of Malvern Town Council's own events programme and by working alongside, supporting, and encouraging local groups and organisations to develop and deliver events in the town.
3. Promotion of Town Council events in the local media, on the Council's website and via social media.

## **Communications**

4. To develop, monitor and maintain the Town Councils' social media presence on Facebook, Twitter and Instagram and other social media forums as necessary.
5. To take a lead role in the development, day to day management and monitoring of Malvern Town Council's website, ensuring that all information is kept up to date and that the website fulfils user needs.
6. To develop and implement effective communications and engagement with internal and external stakeholders and other partners.
7. To monitor, review and promote effective methods of communication across a range of appropriate media to ensure that a wide range of service users are targeted and reached.
8. Ensure consistency in terms of voice, branding, messaging, and frequency of posting via digital channels.
9. To assist as required in the production of material for regular newsletters to update the public on Town Council activities throughout the year.
10. Creation of marketing materials to promote Town Council activities and achievements.
11. Handle media enquiries and create effective news releases to gain positive press coverage and promote the work done by the Town Council.
12. Provision of reports as required to relevant Committee meetings.
13. To provide a support service for twinning activities and visits as required.
14. To carry out all administrative and other duties associated with this post.

## **General Administration**

15. To assist with the provision of a reception / information service within the Town Council Offices to provide information and assistance to visitors as required.
16. Advising members of the public, councillors, local businesses and other stakeholders on the activities and functions of the Council and to deal with enquiries and problems raised by members of the public.
17. Dealing personally, as required, with correspondence, enquiries, complaints etc. relating to the work of the Council and specific tasks and projects assigned from time to time.
18. Assist with the development and maintenance of internal office support systems and filing to ensure that current standards are upheld.
19. Any other reasonable duties required from time to time.

## **Person Specification**

### **Essential**

- Experience of managing social media
- Web management experience
- Experience of writing, editing, and publishing content for different audiences across different communications channels (website, social media, print etc).
- Excellent written and verbal communications skills
- Ability to work effectively as part of a team
- Good organisational and administrative skills
- Strong IT skills in word processing, email, internet and databases

### **Desirable**

- Experience of administering, developing, and overseeing events
- Experience of engaging with people in interactive and creative ways
- Understanding of the basic aspects of local government service delivery

### **Hours of Work**

Normal hours of work are 9am until 5pm – Monday to Thursday and 8:30am until 4pm on Friday.

Attendance at some evening and weekend events, as reasonable, is part of this role, and these hours will be managed by flexible working.