

FARINGDON TOWN COUNCIL

Marketing and COMMUNITY OFFICER

JOB DESCRIPTION

Job Title: Marketing and Community Officer

Grade: SCP 18 - 23

Hours: 19.5 to include evening and occasional weekend work.

9am to 4pm three days (30min lunch break) Hours adjusted to allow evening meetings as required

Responsible to: Town Clerk

Responsible for: None

Budget responsibilities: Faringdon War Memorial Trust, Tucker's Recreation Ground Trust, Community and Partnerships

Main Duties:

1. To Deputise

- 1.1 Work with the Town Clerk to gain a general understanding of the Town Clerk's role and deputise as required, carrying out the statutory and delegated functions of the Town Clerk in his/her absence.
- 1.2 To work alongside the Planning Officer to develop an understanding of the planning system and deputise in his / her absence.

2. To act as Clerk to:

- Community and Partnerships Committee
- 2.1 To prepare agendas, reports, etc. for meetings
 - 2.2 To attend meetings as required and produce minutes thereof
 - 2.3 To advise Councillors on all aspects of Local Government law and administration
 - 2.4 To implement the decisions of the above
 - 2.5 To prepare annual budget estimates for approval by the above
 - 2.6 To be responsible for control of expenditure and to prepare the annual budgets for the above

3. Publicity and engagement

- 3.1 To be responsible for the Town Council website
- 3.2 To produce a monthly Town Council Newsletter
- 3.3 To create, maintain and utilise a distribution database
- 3.4 To oversee Town Council PR, writing regular press releases
- 3.5 To organise and oversee community engagement events that raises the profile of the Town Council and encourage resident participation
- 3.6 To work closely with the Projects Officer to deliver a programme of public events
- 3.7 To undertake at least one shift per week in the Information Centre
- 3.8 To formulate and implement a marketing strategy for the Town Council venues, working closely with the Facilities Manager and Bookings Clerk
- 3.9 To work in partnership with a variety of groups and stakeholders to ensure Faringdon is a great place to live and work.

4. Undertake operational problem-solving, as required

5. To source and apply for appropriate grant funding to support the work of the Town Council.

6. To attend training courses associated with the work and role as required by the Town Clerk

7. To undertake specific projects, as and when required

8. To undertake other such duties as may be required from time-to-time commensurate with the level of the post and, in particular, to provide cover for other office staff

For all staff - You have specific responsibilities under Health & Safety legislation to ensure that you:

- Take reasonable care for your own health and safety and for that of others affected by what you do, or do not do
- Co-operate on all issues involving health and safety
- Use work items provided for you correctly, and in accordance with training and instructions
- Do not interfere with, or misuse, anything provided for your health, safety or welfare
- Report any health and safety concerns to your line manager as soon as practicable

Person Specification

Your essential skills, knowledge and experience

- Experience either in a public sector environment or other relevant experience
- Good presentation and numerical skills
- Excellent communication skills both orally and written
- Good organisational skills
- Excellent interpersonal skills
- Experience with Microsoft Office, particularly Outlook (email and calendar), Word, Excel and PowerPoint
- Experience of updating a website
- The successful applicant will be required to undertake a DBS check.

Desirable skills, knowledge and experience

- Experience of working for a Town or Parish Council
- Experience with the use of social media and the internet; in particular, channels such as Twitter and Facebook
- Ability to employ a range of traditional, social and digital communication methods
- Experience of using and updating a WordPress website

Your qualifications

- 'A' level or equivalent academic qualifications, or relevant experience
- A local government qualification such as ILCA or CILCA or willingness to undertake such a course with one year of appointment.

Your style and behaviour

- Positive approach and "can-do" attitude
- Ability to adapt to changing circumstances
- Ability to manage own workload and responding flexibly to changing needs and demands
- Ability to communicate effectively in oral and written forms to a wide variety of audiences
- Ability to work as an individual and as a member of a team
- Ability to grasp issues and requirements quickly and to hit the ground running
- A commitment to valuing diversity and equality, and to respecting residents, councillors and colleagues in all relationships and aspects of service delivery
- Ability and willingness to attend meetings in out-of-office hours