



FALMOUTH TOWN COUNCIL
Communications Officer - Job Description
Salary SCP 19-22
Hours 22 per week - Permanent Contract

Purpose of the role

This is an exciting opportunity for a community-focussed and experienced communications manager to join our team and help us engage with our vibrant community. Whilst the Council has been recognised as an exemplar in a recent Peer Review and is ambitious in its projects, it needs to improve and update how it promotes itself and its activities and how it communicates with its residents and other stakeholders. The successful candidate will take the lead on improving and then maintaining how we engage, and how we promote our brand, services and amenities; focusing on developing our digital profile.

Projects will include assisting the development of our brand-new website; reinvigorating our social media channels; promoting the Council's commercial activities to generate more income; creating a community engagement strategy; whilst maintaining our branding guidelines.

Duties and responsibilities

1. To ensure effective delivery of council messaging both internally and externally, with customer facing, open and fully accessible communications.
2. To promote (and defend) the council's reputation and services with our residents and increase customer satisfaction.
3. To assist the Administrative Officer manage the Council's website, including having editorial control of content; ensuring it remains complaint; ensuring there is good access to information on Council services, policies and meetings; and making sure it meets accessibility standards.
4. To manage the branding of the Council, including working across teams, with councillors and our partner the Falmouth Business Improvement District (BID) to ensure a consistent and professional image in accordance with the values and objectives of the Council.
5. To manage the Council's media presence and relationships, including newspapers, radio, TV, websites, and social media channels. Ensuring consistency of message and appropriate imagery.
6. To create newsletters and other material to promote the work of the Council.
7. To assist the Director of Cultural Services in the promotion of the Council's community and commercial activities, including the promotion of the Princess Pavilion and other community venues, hire of rooms, art gallery, pitches, and other spaces, and merchandising.

8. To assist and advise other teams on coordinating public consultations and carrying out market research.
9. To produce and present reports and recommendations to the Council on improvements to the Council's communication and community engagement strategies.
10. To monitor and assist the Town Clerk in maintaining compliance of the Council's data management procedures, including data protection, freedom of information requests, and complaints procedure. As well as ensuring permissions and accreditation for imagery and materials.
11. To supervise and direct the PR/Comms apprentice/assistant.
12. To carry out other such duties as may be required by the Council.

March 2022