



FALMOUTH TOWN COUNCIL

Communications Officer

Person Specification

Essential

1. Strong skills in developing (and promoting brands through) social media channels
2. Impeccable IT skills, with Knowledge of Adobe Creative Cloud and associated products.
3. Including experience of website content management systems and knowledge of Wordpress.
4. An eye for detail, especially in copy writing and editorial
5. Proven skills in marketing products and driving sales
6. Self-motivated and able to work under own initiative *
7. Experience of successful project management and delivery
8. Good organizational skills
9. Awareness of the role of the Town Council and the Cornish local government environment
10. Good oral and written communication skills
11. Ability to present sound, well-presented advice to a variety of audiences
12. Flexibility in order to attend evening and weekend meetings and events
13. The ability to operate with impartiality in a political environment

Desirable

14. Experience working with the different tiers of local government or the third sector
15. Educated to graduate level or above *

March 2022