**Congleton Town Council**

**Role Profile**

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| **Job Title:** | Marketing and Communications Officer | **Date:**  | September 2020 |
| **Reporting Line:** | Deputy Chief Officer Campaigns and Marketing | **Job Level:** |  |
| **Hours**  | Part Time 22 hours flexible  | **Considerations**  |  |

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| **JOB PURPOSE** |
| To support the Deputy Chief Officer Communities and Marketing in the planning and delivery of marketing communications for Congleton Town Council and Congleton. To take the lead on the Town Council’s social media channels, website development and producing marketing materials and press releases for the Town Council’s campaigns, services and business.  |

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| **KEY RESPONSIBILITIES**  |
| * Work with the Deputy Chief Officer and other managers to develop creative marketing solutions and materials for Town Council run campaigns and services.
* Continuously develop and deliver regular press and social media content to inform, educate and engage Congleton residents on Town Council services, policies, campaigns and ambitions.
* Develop a Communications Calendar for the Town Council working with the Deputy Chief Officer, to ensure that regular updates, posts and releases are generated throughout the year to map to key Council dates and events.
* Take a lead on delivering social media content for Town Council organised events and campaigns
* Work with the Deputy Chief Officer on delivering printed materials such as Bear Necessities, Annual Reports, Business Plans and other corporate documents.
* Take the lead on developing content, direction and updating the Town Council’s website [www.congleton-tc.gov.uk](http://www.congleton-tc.gov.uk)

Liaise with other team members and town council staff to maintain the accuracy and appropriateness of website content and communications and carry out any associated website administration necessary to ensure the smooth operation of the website and online tools* Maintain the Town Council’s presence on Facebook, Twitter, Instagram and other social media platforms as determined by the Marketing Plan, including updating profiles, posting content and replying to questions from users as in consultation with the appropriate officers and councillors.
* Ensure the Town Council and its services are appropriately connected and represented on a wide range of appropriate third-party web locations and social media platforms.
* To ensure all associated administration tasks such as raising purchase orders, invoice production and reports are completed in timely manner and are checked for accuracy.
* To be a CTC brand champion, ensuring correct and appropriate positioning at all times and compliance with the CTC values and policies.
* Report on campaign evaluation and monthly KPI reporting.
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| **DIMENSIONS** |
| **Internal** * No Line management responsibility for staff
* Liaise with various councillors and employees on projects
* May be required to attend occasional evening meetings
* Will be necessary to work flexible hours to support town-wide events – this will include the occasional evening and weekend work

**External** * Community Projects
* Congleton Partnership
* Local Print, digital and broadcast media
* Local print, design, digital and communications companies
* Cheshire East Communications Team
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| **KNOWLEDGE, SKILLS AND EXPERIENCE** |
| **Essential Skills:*** Excellent interpersonal communication skills
* Creative thinking or design
* Copy writing and proofreading
* Understanding of website UX (user experience) optimisation and accessibility. Ability to write high quality platform-suitable copy that is engaging, informative and interesting for both digital and traditional media.
* Can demonstrate experience of website building and/or regular online content management using CMS systems Developing and delivering communications campaigns.

**Key Skills:*** Project Management and organisation skills
* Producing effective marketing materials

**Experience:*** Understanding of what creates great marketing and communications materials
* Can demonstrate experience of content development for digital and traditional media
* Experience of developing and delivering effective communications across a number of social media platforms.
* Experience of web development and a basic knowledge of SEO and PPC.
* Practical experience of developing and delivering marketing material
* Experience of managing relationships with external agencies/contractors, e.g. PR, creatives
* Experience of press release writing and handling media campaigns
* Administration of social media profiles such as YouTube, Facebook, Twitter and Instagram

**Knowledge:** * Degree qualified or A Levels and equivalent practical experience

**Personal Style:*** Confident to represent the Town Council
* Professional and flexible approach and attitude
* Ability to understand, demonstrate and apply Local Government values: Selflessness, Integrity, Objectivity, Accountability, Openness, Honesty, Leadership.
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