

## **Communications Officer**

### **Job Description**

**Hours:** Part time, 22.2 hours per week (0.6 full-time equivalent) to be worked over five working days per week and to include occasional weekend and evening work

**Salary:** £26,873 to £28,770 per annum (NJC SCP 13-17 in 2023-24 pay scales) pro-rata (actual salary £16,123.80 to £17,262)

**Contract:** Permanent

**Location:** Cranbrook and Cranbrook Town Council office, Younghayes Centre, 169 Younghayes Road, Cranbrook EX5 7DR

Reports to Town Clerk

### **Background**

Cranbrook in East Devon started being constructed in 2011 on land which used to be green fields. By 2023, approximately 8,000 residents occupied 3,400 or so dwellings; this figure is projected to rise to approximately 25,000 or so residents occupying 8,000 homes – so Cranbrook will be at least a medium-sized town and probably the second-biggest settlement in the whole of Devon. The vision for Cranbrook is to create an environmentally sustainable, self-sufficient, low-carbon community in close proximity to skilled employment opportunities, such as Skypark and the Exeter Science Park.

Traditional towns have been evolving organically over centuries into community, service and trade centres. The challenge in Cranbrook is to create a sustainable, vibrant and attractive new town from scratch with an appropriate level of social and community infrastructure.

### **Role Description**

Cranbrook Town Council is seeking to establish a communications resource in and for Cranbrook in order to keep residents, businesses and visitors informed about public services, construction works, any changes and developments in the town and how those may affect them.

The Communications Officer will take lead officer responsibility for the research, design and implementation of engagement, marketing and public relations initiatives and campaigns.

The Communications Officer will build relationships, gather intelligence, really get to know the town and communicate any information which is relevant to people's lives locally. The Communications Officer will be the channel for information in and out of the organisation, ensuring that the community is and remains well-informed.

## **Job Description**

Identify and build positive relations with councillors and Council employees, the Council's partners, external stakeholders and the public through initiative and creative thinking

Identify and highlight emerging opportunities, pending local issues and relevant topics to enable early, proactive public engagement

Identify internal and external opportunities to generate positive publicity, performance and initiatives

Utilise the media, the website and other traditional and new communications channels, including the Council's social media accounts

Establish and operate communications channels including the Council's social media accounts, making best use of the channels to inform and connect

Use professional knowledge and experience to proactively, confidently and quickly determine the best communications approach for planned issues with long-term consequences in often challenging environments

Keep residents, businesses and visitors informed about public services, construction works, any changes and developments in the town and how those may affect them.

Provide a consistent, visible and accessible point of contact, initiating and encouraging positive two-way conversations

Enhance public engagement with and support for the Council

Produce corporate literature / direct marketing / PR products aimed at the public, other stakeholders and partners

Listen and gather insight to share back into the organisation

Enable wider public awareness of the Council's services and work

Facilitate requests and enquiries by the public or media

Evaluate communication activities to inform future practice

Ensure the consistent application of the Council's corporate image

Write reports for the Town Council's consideration on communications issues

Support the Town Clerk in service planning and the management of risk

Ensure awareness and compliance with the Council's policies and Code of Conduct

Undertake ongoing professional development, including participating in the Council's annual appraisal scheme

Undertake any other reasonable tasks as directed by the line manager

**This is not an exhaustive list of duties; they may be varied from time to time without changing the general character of the job or the level of responsibility. A high degree of flexibility and adaptability is an important element of this role.**

**This is a description of the role as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.**

Signed:

Date:

Signed:

Date:

## Person Specification

	Essential	Desirable
<b>1. Education / Qualifications</b>	<ul style="list-style-type: none"> <li>• A degree or substantial equivalent experience</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to graduate level in a relevant field</li> <li>• Professional qualification in communications (e.g. CIPR, CIM)</li> </ul>
<b>2. Work Experience</b>	<ul style="list-style-type: none"> <li>• Work experience in a communications-related capacity</li> <li>• Ability to identify, map and work with a large number of internal and external partners and stakeholders across the sectors simultaneously</li> <li>• Record of implementing PR and/or marketing strategies</li> <li>• Experience of managing multi-agency issue-specific communication and engagement strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Report writing for full Council and committees</li> </ul>
<b>3. Skills / Knowledge and Aptitude</b>	<ul style="list-style-type: none"> <li>• Demonstrably excellent written and verbal communication, interpersonal and presentation skills, including the ability to communicate in a way which is easily understood</li> <li>• Strong networking and relationship building skills</li> <li>• Ability to show empathy with the public and their perceptions</li> <li>• Accuracy and attention to detail, particularly when working to deadlines</li> <li>• Proven research and evaluation skills</li> <li>• Confident in dealing with wide range of audiences in a variety of situations</li> <li>• Excellent organisational skills with ability to manage time and resources to meet work programme deadlines, combining both reactive work and planned activities</li> <li>• Competent user of all Office 365 software</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of public speaking</li> </ul>
<b>4. Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Accepts responsibility for their own work activities, behaviour and personal development</li> <li>• Motivated with the ability to listen to, work well with, and be respectful to others</li> <li>• Ability to work on their own as well as part of a team</li> </ul>	
<b>5. Other</b>	<ul style="list-style-type: none"> <li>• Driving license</li> <li>• Ability to work non-standard hours and weekends occasionally</li> </ul>	