

BRAUNSTONE TOWN COUNCIL
JOB DESCRIPTION

JOB TITLE: Communications & Events Officer

GRADE: NJC Scale 12 - 15

RESPONSIBLE TO: Deputy Executive Officer & Community Services Manager

RESPONSIBLE FOR: N/A.

PURPOSE OF JOB: To coordinate the Council's publicity and communications, promote citizen involvement and engagement, implement social inclusion and crime reduction initiatives and organise and promote Council Events.

KEY RELATIONSHIPS: Councillors, Managers, local public and third sector partners, including the Local Police Beat Team and Local Area Coordinator, local media, community groups, Neighbourhood Watch Schemes, customers and users of the Council's services and facilities, Senior Customer Service & Centres Officer and Senior Library Officer.

MAIN DUTIES:

1. To prepare newsletters, press releases, web-site and social media features, Braunstone Life articles, posters, leaflets and other publicity detailing and promoting:
 - a) the Council's business and services;
 - b) the work of the Council's partners, including the Local Police Beat Team;
 - c) Council organised events, including the Programme of Events; and
 - d) the work of the Town Mayor and the Town Mayor's Charity.
2. Work with partners to introduce, support and promote Social Inclusion and Crime Reduction initiatives by:
 - a) regularly liaising with the Local Police Beat Teams and other key partners, including information sharing;
 - b) coordinating the installation of the speed signs as required, downloading data and providing reports to the Town Council and its partners;
 - c) assisting in the preparation and implementation of Action Plans in response to current crime trends and localised incidents of anti-social behaviour and helping to raise public awareness;
 - d) encouraging leisure and sporting opportunities;
 - e) sourcing funding opportunities;
 - f) working in close liaison with the District Council to tackle environmental issues and incidents of regular fly tipping and dog fouling; and
 - g) attending Partnership meetings and forums as appropriate.
3. Supporting the Council's Entertainments and Events Programme, including:
 - a) assisting with the organisation of the Summer Fete, Community Orchard, sports and arts events, including summer sports and recreation activities;
 - b) organising events to celebrate Christmas, Diwali and other local festivals; and
 - c) supporting the organisation and promotion of civic engagements and events; including attendance at these events as required.
4. To produce publicity and distribute promotional material relating to the Council's Services, Initiatives and Events, including:
 - a) updating the Council's Website providing information about the Council's services, ensuring the Home Page, News, Crime Reduction, Community Development and 'What's On' pages, together with the Social Media Sites are regularly updated at least three times a week;
 - b) producing monthly Braunstone Life articles and adverts; the annual Council Tax Leaflet and Annual Report;

22nd April 2021

- c) providing circulars and information to community groups, Neighbourhood Watch Co-ordinators and Ward Members; and
 - d) arranging and coordinating house to house mailings.
5. To undertake market research and consultation on the Council's performance and on service development and improvement initiatives. To assist in the implementation, monitoring and review of the Council's Annual Report.
 6. To oversee the effective co-ordination and delivery of the Council's communications and publicity, including the operation of the Council's website, including web design, and social media
 7. Ensure that the Council's notice boards, both on the Council's premises and around the Town are kept up to date and that notices are relevant, timely and appropriate.
 8. To provide emergency, lunchtime and holiday cover, as and when required, for Library and Information Services.
 9. Produce, either under the instruction of the Executive Officer & Town Clerk or on own initiative, correspondence, press releases publicity and communication with the press, public and partners.
 10. To promote democratic engagement and citizenship and support the work of the Town's Citizens' Advisory Panel, including attendance at meetings, provision of information and administrative support.
 11. To provide support and advice for residents wishing to set up a local Neighbourhood scheme and sourcing appropriate Crime Reduction products as required and promoting the sale of these goods.
 12. To set up, deliver and administer community initiatives in accordance with the Council's priorities and objectives.
 13. To attend staff meetings/training sessions, Council Events, Council/Committee/working group meetings and public meetings outside your normal hours of work and/or at other establishments as required.
 14. To provide cover for colleagues in the Service/Team and undertake any other reasonable duties that may be required by your Line Manager.

SALARY/TERMS OF EMPLOYMENT:

Employed within a salary scale which covers NJC Spinal Column Point Range 12 – 15.

Annualised Hours of 1,564 (average 30 hours per week). Normal office hours are from 9am to 5pm but a level of flexibility is required due to the requirements of the job i.e. attendance at meetings and at events and functions which are not within the normal patterns of work will be required. Reasonable time off in lieu will be granted.

All other terms and conditions in accordance with the National Joint Council for Local Government Services National Agreement on Pay and Conditions of Service (The Green Book). The employment will be subject to a probationary period of six months' satisfactory performance. Payment of salary by bankers transfer - monthly in arrears.

Braunstone Town Council is an Equal Opportunities Employer

PERSON SPECIFICATION – COMMUNICATIONS & EVENTS OFFICER			
KEY JOB REQUIREMENTS	ESSENTIAL	DESIRABLE	TESTING MECHANISM
QUALIFICATIONS At least 5 GCSEs (or equivalent) including English Language and Maths	✓		Application Form
Formal qualification (preferably degree standard) in community safety, media studies, event management or a related subject		✓	Application Form
EXPERIENCE			
Dealing with the media, Event organisation, sales or promotion.	✓		Application Form
Working with people or the general public in a customer services environment		✓	Application Form
KNOWLEDGE			
Knowledge of a variety of media and communication outlets/platforms	✓		Interview
Knowledge of democratic procedures and Local Authority/Police functions		✓	Interview
SKILLS			
Excellent communication and language skills – both written and verbal	✓		Application Form/Interview
Web Design and IT skills, including good working knowledge of Microsoft Office applications (Including PowerPoint and Publisher).	✓		Application Form/Interview
Ability to write and present clear concise briefings, news articles and promotional material to a range of audiences	✓		Practical Exercise
Ability to illustrate information using charts and images		✓	Interview
PERSONAL QUALITIES			
Ability to fit into a committed and focused team	✓		Interview
An enthusiasm for customer care and ability to deal with people professionally at all levels	✓		Interview
Ability to deal with sensitive and controversial issues with the public and press	✓		Interview
A keen interest in local community and their wellbeing	✓		Interview
Commitment to a flexible working hours pattern to meet the demands of the service	✓		Interview
OTHERS			
Willingness to work at any of the Town Council's Premises.	✓		Interview