



COMMUNICATIONS & MARKETING OFFICER JOB DESCRIPTION

**FULL TIME – 37HRS PER WEEK
SCP 13 – 17 (£28,163.00 - £30,060.00)**

Occasional evening and weekend working required

JOB PURPOSE

- To support the Town Clerk and Deputy Clerk to promote the work of the Council and to communicate its values and priorities.
- To manage all communication channels to maximise the impact of the Town Council's message.
- To lead the Town Council team on organisation and marketing of local events.
- To work with partner organisations to help promote Ludlow as a tourism destination.
- To support and develop approaches that ensure the Council's engagement is inclusive and embraces social, economic, and environmental diversity.
- To deliver the Town Council's communication strategy, and policies.
- To be aware of risk management within all communication channels.

KEY DUTIES AND RESPONSIBILITIES

Marketing and Communications

- Manage website content and design engaging content for www.ludlow.gov.uk; www.ludlowmarket.co.uk and www.ludlowmuseum.co.uk
- Ensure compliance with accessibility standards.
- Design engaging content for leaflets, newsletters, and the annual report.
- Manage the production and distribution of the annual Calendar of Events.
- Manage the production and distribution of a local quarterly print and digital resident's newsletter.
- Work with other Officers to plan, create and schedule content, and update and monitor social media platforms.
- Assist with the development of public consultations with the local community.

- Work collaboratively with partner organisations to deliver joint projects within a defined timescale.
- Promote tourism relating to the Council's markets and events, and through liaison with Ludlow Destination Partnership and other local organisations.
- Manage an advertising budget for Ludlow market and Town Council events.

Event Management

- To organise and market local events including Mayor Making, Mayor's Sunday and Remembrance Sunday, Senior's Christmas Party, Christmas Lights Switch-on, and Ludlow Mayfair.
- Liaise with the Town Clerk and Deputy Town on event plans, and management of risks.
- To market Ludlow's regular and specialist markets, museum events, and charity fundraisers.

Continuous Professional Development

- To be proactive in undertaking continuous professional development

SKILLS & KNOWLEDGE

Essential

- Excellent IT skills.
- Excellent presentation skills.
- Competence in Adobe Creative Suite software or equivalent.
- Demonstrable success in marketing and communications roles.
- Professional knowledge and understanding of best practice.
- A high level of flexibility, a positive attitude and ability to adapt to change.

Demonstrate a strong practical knowledge of:

- Ability to communicate in a formal grammatical style and a social media friendly style, as appropriate.
- Extensive experience of creating social media content including videos.
- Multi-channel campaign development and management.
- Creation of publications including design and print management.
- A record of continuous professional development in marketing and communications.
- Experience of website management.

Reporting to: Town Clerk

Responsible to: Town Clerk

PERSON SPECIFICATION

KNOWLEDGE

Essential

- Good standard of education (formal or informal) – a degree in Communications, Marketing, Events Management, or a proven track record.

SKILLS AND APTITUDE

Essential

- Excellent verbal and written communication skills, and the ability to communicate clearly and effectively with a range of audiences.
- Attention to detail and accuracy and commitment to achieving standards of excellence.
- Excellent ICT skills using Microsoft Office software including Word, Excel, Publisher, PowerPoint and Outlook, and competence in Adobe Creative Suite software or equivalent.
- Competence across a wide range of social media platforms'
- Excellent time management skills, and the ability to organise own time to meet project targets.
- A team player, able to work flexibly, and with a positive approach to problem solving.
- Self-motivated and energetic.
- A skilled eye for design and communications layout to deliver clear messages.
- Knowledge of Content Management systems (CMS).
- Ability to spot communications opportunities and trends that may enhance Town Council reach and engagement.
- Commitment to ongoing Continuing Professional Development.
- Flexibility for evening and weekend working.

DESIRABLE KNOWLEDGE AND SKILLS

- Experience and / or knowledge of Local Councils.
- Ability to operate impartially in a political environment.
- Experience of public engagement and consultation.
- Political sensitivity and a demonstrable ability to recognise, influence, manage the communications consequences of sensitive issues.
- Understanding the workings of local government, current issues and challenges.

Please provide examples of experience you have gained in relation to all the essential, and if possible, the desirable skills, knowledge and aptitudes listed in the person specification.