

SOUTH SWINDON PARISH COUNCIL

Communications Officer

Job Description & Person Specification



JOB SUMMARY

Tenure: Permanent Contract

Salary Range: SCP 18-23 £31,537-£34,434

Annual Leave: 25 days annual leave entitlement plus 2 Statutory days

Reports to: Deputy CEO

Location: Any location inside South Swindon Parish as required for the role.

Hours: This is a full-time role set at 37 hours per week. Some evening and weekend work will be required to support council meetings, events and other activities that support the council's communications. Hours worked outside the standard pattern are compensated through time off in lieu or paid overtime and agreed in advance with the line manager. The Parish Council operates in accordance with the Working Time Regulations 1998 including daily and weekly rest entitlements and the 48-hour average weekly limit.

Equal Opportunities: Applications welcome from all sections of the community; adjustments are available at any stage of the process and in the role.

Job Purpose

South Swindon Parish Council is a progressive council, aiming to build strong, resilient communities and enhance the quality of life of our residents. The Communications Officer position has been created to communicate with residents about the services and projects the council delivers that meet this aim.

The postholder needs to be an experienced, competent and dynamic individual, with knowledge and experience of local government communications.

KEY RESPONSIBILITIES

Communications

- Regularly promote the work of the Parish Council including through the local press and media, the council's social media pages and through other communication platforms. This will include press releases, social media posts and content for other communication forums.
- To establish, develop, and manage press and social media contacts and communications to positively promote the work of the Parish Council to the wider community.

- Address enquiries from the local press, media and social media. Liaise with the CEO, Deputy CEO, other Services Leads and Parish Councillors where applicable.
- Draft and publish the Parish Council's newsletters for external organisations, including the Swindon Link and Handy Mag.
- Manage the process of drafting, publishing and delivering the Parish Council's own all-household newsletter, currently called the South Swindon Spotlight Magazine. This will include liaising with relevant Parish Councillors and Officers on content, attracting advertisements from local organisations and businesses, and managing the newsletter's printing and delivery.
- Manage the Parish Council's noticeboards, ensuring they have up to date content and wherever possible promote the work of the council and its partner organisations.
- Engage with Parish Council's stakeholders and the wider community to generate insights that will help shape council decisions and services.
- Attend Parish Council meetings to update Parish Councillors on their work programme as required. This includes leading relevant working parties that oversees the content and creation of the Parish Council communications and newsletters.
- Attend meetings and events of other council stakeholders communicating the work and strategies of the council.
- Draft, publish and arrange for the print of posters, banners and other publicity material aiming to publicise the Parish Council.
- Complete appropriate projects that support the promotion of the Parish Council.
- Take photographs and produce videos with the aim of marketing and promoting Parish Council projects, services, activities and facilities.
- Manage the council's internal communications, particularly its regular Staff Newsletter. Working with the CEO, Deputy CEO and Service Leads to update staff on Parish Council services, strategies and projects.

Marketing

- Support the council's Events and Community Development teams with the marketing of their events and activities through all potential communication channels.
- Promote and market all of the Parish Council's hireable facilities.

Websites

- Maintain and update the Parish Council's websites liaising with other Parish Council staff to ensure all information is engaging, up to date and relevant.
- Ensure the Parish Council's websites are web accessibility compliant, including the drafting of the council's annual Web Accessibility Statement.
- Ensure Parish Council websites meet existing Parish Council policies such as its Data Protection Policy and Privacy Notice.

Other

- Work collaboratively to create and advertise surveys and other means of gathering stakeholder insights, with the aim of improving service delivery and supporting ongoing projects.
- Give guidance and support to council staff and students who are working to promote and market the council's services, facilities and strategies. This includes supporting relevant apprentices and student placements.
- Maintain up-to-date knowledge of the compliance requirements as it applies to social media, webpages and communications generally. You will be supported by the Parish Council in receiving ongoing training to meet this objective.
- Ensure all Parish Council publicity complies with the Local Government Act 1986 and the Code of Recommended Practice on Local Authority Publicity including political impartiality and the restrictions applying during pre-election periods.
- Execute any other duties as commensurate with the grade and level of the post that may be requested of them by the Deputy Chief Executive or Chief Executive Officer.

PERSON SPECIFICATION

	Essential	Desirable
Qualifications	GCSE English at Grade C/4 or equivalent.	Educated to degree level or hold a qualification relevant to press and social media management, website development, or marketing.
	Ability to travel independently across the Parish to meet the requirements of the role.	
Knowledge, Skills and Experience	Experience of working in a communications and/or marketing environment.	Track record of designing and delivering communication strategies and activities that engage a broad range of people.
	Experience of partnership and/or collaborative working with multiple stakeholders.	Previous experience of working in communications and/or marketing within local government or similar sectors.
	Experience of managing websites and digital engagement platforms.	Experience of delivering all aspects of videos, including the videoing, audio and editing.
	Experience of handling the media.	
	Experience of producing content for communications including newsletters, photographs and videos.	
Personal Qualities	An ability to manage multiple priorities and tasks.	Understanding of the diverse communities within South Swindon and how to communicate effectively with them.
	Well organised and motivated with an ability to work independently.	Demonstrated passion to engage and reach a broad audience

		through corporate communications.
	An ability to remain politically impartial.	Capable of setting up equipment for videos, photography, events and activities.