

# BRACKLEY TOWN COUNCIL

## JOB DESCRIPTION

<b>Role:</b>	<b>Comms, Marketing and Events</b>
Responsible to:	Town Clerk
Hours:	Full time – 37 hours
Salary Scale:	29 – 32 (£32,910 - £35,745)
Job Purpose:	To provide effective, efficient and professional communications, marketing and event management for BTC

### Communications

- Write, edit, co-ordinate and publish content across various channels, including the website, social media and printed content
- Monitor and manage BTC website/facebook/twitter and online presence
- Promote BTC through alternative online networking sites, to develop social media methods for ensuring communication is dynamic and contemporary and reaches the diverse audience
- Prepare Press releases and articles in liaison with the town Clerk to publicise BTC and its events, activities and achievements.
- Maintain a database of communications and marketing content
- Collate articles, typeset and liaise with printers for timely distribution of the quarterly Town Talk newsletter.
- Produce and distribute event notices, posters etc in line with the agreed "corporate" identity and in a timely fashion to ensure maximum publicity
- To carry out online surveys with residents

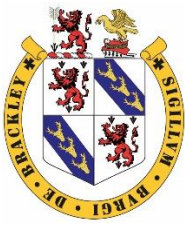
### Events

- In conjunction with Council and staff, organize events as required. Liaising with the Operations Manager re Risk Assessments, road closures and event plans as required.
- Recruit and manage volunteers as required for various BTC events.
- Provide admin support to the Mayor to organise Civic events – Mayor Making, Civic Service, Remembrance Sunday, Civic Dinner/Ball etc
- Help organise the Annual Town Meeting
- To manage key aspects of ceremonies within our venues (eg weddings, christenings, etc)
- To assist in the recruitment of a ceremony co-ordinator
- To line manage the ceremony co-ordinator

### Venue Marketing

- Prepare and maintain full marketing packs and other appropriate advertising material aimed at maximizing use of all venues to a budget as set by council and ensure this is regularly distributed to event organisers, wedding coordinators and local organisations.

Private and Confidential



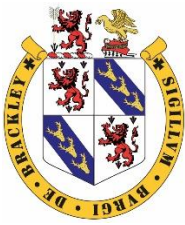
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## Meetings

- Liaise with appointed Councillors with reference to policy and procedures as required.

## General

- To be a team player and help out, as needed with any appropriate duties outside of this job description across the activities of BTC.



# BRACKLEY TOWN COUNCIL

## Comms, Marketing and Events

### Person Specification

#### Skills and Abilities

Excellent team player – we are a small team and work closely together  
Excellent interpersonal communication skills  
Excellent IT skills including knowledge of Microsoft Office applications  
Creative thinking or design – open to new ideas  
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.  
Project management and organisation skills  
Ability to organise events and the associated marketing of these events  
Producing effective marketing materials  
Have a positive personality and be able to use it to overcome barriers  
Willing to undertake further training to improve knowledge and skills

#### Experience

Previous experience of working in a similar role  
Previous customer relation experience  
Understanding of what creates great marketing and communications materials  
Practical experience of developing and delivering marketing materials.  
Experience of press release writing.  
Administration of social media profiles such as Facebook, Twitter and Instagram  
Experience of organising events.  
Experience of engaging with residents and community groups  
Experience of working on your own initiative and as part of a team

#### Qualifications

Degree qualified or A levels and equivalent practical experience

#### Other Requirements

There will be some evening/weekend events and the post holder must have the flexibility to attend these. Time off in lieu will be given.  
It is anticipated that a significant proportion of the work may be outside of normal office hours.