



BRACKLEY TOWN COUNCIL

20 High Street, Brackley, Northants, NN13 7DS

Telephone: (01280) 702441 www.brackleynorthants-tc.gov.uk

Communications, Marketing and Events Officer

Salary scale 29-32 (£32,910-£35,745), Full Time (37 hrs per week)

Following an office staff restructure, we have an exciting vacancy for a Communications, Marketing and Events Officer

Brackley is a vibrant and growing town, on the border of South Northamptonshire, with services expanding to meet that growth. The changes to the local government structure within the county also present new and exciting challenges.

The Town Council currently owns and manages the Grade II Listed Town Hall, the Old Fire Station and a new build large community hall. These provide great venues for events, weddings, performances and parties, etc. The Council has also been expanding its community events programme over the past few years. The Council is also responsible for large areas of open space and a cemetery, maintained by an in-house team of grounds staff.

This exciting new role will provide effective, efficient and professional communications, marketing and event management for the Council. We are looking for a real team player – we are a small team and work closely together. 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.

As a successful Communications & Marketing and Events Officer, your duties will be:

- To act as a specialist on all aspects of communications, ensuring that appropriate professional advice is given to councillors, officers and members of the public
- To assist, and where appropriate lead on public campaigns, events and other initiatives.
- To evaluate the effectiveness of communications activity and campaigns.
- To monitor the Council's social media channels, engaging with residents and responding to enquiries or comments as appropriate.
- To research, write and publish content through the Council's core communications channels in order to generate positive coverage about the council.
- To research, write and edit material for the Council's quarterly newsletter, liaise with printers and to arrange successful distribution to our residents.
- To produce multimedia content including promotional videos and live broadcast of meetings and other events.
- Prepare and maintain full marketing packs and other appropriate advertising material for all venues
- To organise events as required
- Recruit and monitor volunteers for events

To be considered, you will have the following knowledge/experience:

- Degree qualified or A levels and equivalent practical experience - essential
- Possession of an appropriate communications qualification or membership of a professional organization e.g. Institute of Public Relations or extensive compensatory experience in the public relations/marketing environment - desirable
- At least two years' experience in a communications or marketing role
- A clear understanding of different channels and their relative roles in a communication campaign
- Experience working in local government preferably in a similar role (Desirable, NOT essential)

For an application form and job description please download details from our website www.brackleynorthants-tc.gov.uk or email deputy@brackleynorthants-tc.gov.uk

Closing date: 5pm 16 April 2021

Interviews: Week commencing 26 April 2021

