



Community Engagement and Communications Officer

SCP 13 – 17 (£29,064 to £31,022)

Dependent upon skills/experience

(37 hours per week, flexible, plus additional evening and weekend hours as required)

1. Overall Responsibilities

To support Lawley & Overdale Parish Council, as directed by the Clerk and Deputy Clerk/Events Officer to strengthen its relationships with the community by developing and delivering effective communication strategies, organising community events, and promoting active resident participation.

The role will be central to raising awareness of the Parish Council by providing positive promotion of the activities and overseeing communications, to reach a larger and more diverse audience through various channels, ensuring all information is relevant, accurate, timely and precise.

2. Specific Responsibilities

- Assist with the development and delivery of the Council's annual programme of events, including the co-ordination of a range of community projects and initiatives, including those of its various partners
- Populate the Parish Council website, social media channels and noticeboards with current news and events including appropriate third-party events, by adhering to set deadlines, providing regular content, proof reading, accuracy and dissemination
- To develop and implement innovative campaigns with key messages to deliver creative, targeted and effective marketing, engagement and communications across multiple channels to ensure optimum visibility
- To assist in writing and submitting applications for appropriate community awards and funding applications to support the delivery of events, projects and initiatives
- Assist with the development, implementation and management of the Parish Council's Communication Plan in line with objectives and values
- Develop and deliver programmes and initiatives to engage hard to reach or underrepresented groups in the Parish
- Monitor brand and style ensuring all publications align and are in accordance with the Council's Strategic Plan
- Monitor, evaluate and analyse marketing, events and campaigns making recommendation to adjust strategy and tactics to increase effectiveness and improve service delivery

- To assist with the design and content of the Parish Council newsletter and similar publications, including press releases and posters

3. Contacts

- Report directly to the Clerk and work co-operatively with all members of the Parish Council team
- Regular contact with all Parish and Borough Councillors
- Provide support, advice and guidance to the Clerk and Parish Councillors, and identify ways in which the Parish Council can further strengthen its commitment to be an essential part of the community for the purposes of events, activities and communication
- Regular contact with suppliers of goods and services to the Parish Council

4. Other

The above is not an exhaustive list of duties, and you will be expected to perform different tasks as necessitated by your evolving role within the Parish Council and its overall strategic objectives.

5. Hours of work

- 37 hours per week Monday to Friday. This may also include some flexible working to include some weekends and evenings and attendance at Full Council meeting as and when required
- Any additional hours worked will be given as Time Off in Lieu