



## **COMMUNICATIONS & MARKETING OFFICER JOB DESCRIPTION**

**PART TIME – 32HR PER WEEK**  
**SCP 13 – 17 (£23,023.00 - £24,920.00) pro rata**

**To be worked as 30hr week over 4 days with 2 hrs accruing each week and worked by agreement as full or half days at busier times / events. 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](http://www.ludlow.gov.uk); [www.ludlowmarket.co.uk](http://www.ludlowmarket.co.uk) and [www.ludlowmuseum.co.uk](http://www.ludlowmuseum.co.uk)
- Design engaging content for leaflets, newsletter, and annual report.
- Ensure compliance with accessibility standards.
- Manage the production and distribution of the annual Calendar of Events.
- Manage the production and distribution of a local quarterly print and digital 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.
- 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.
- 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:**

- Extensive experience in using social media.
- 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 – 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.
- 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 working in a collaborative way with other organisations within a local community.
- Experience of public engagement and consultation.
- Knowledge and understanding of the importance of good project management principles.