

 <p>Banbury Town Council</p>	JOB DESCRIPTION	
	Post title:	Marketing & Communications Manager
	Post No:	BTC 19
	Grade:	SCP 24 - £31,099 to SCP 28 - £34,723 Per Annum depending on Experience, Qualifications & Performance
	Hours	37 hours per week Monday to Friday

Responsible to:	Town Clerk & RFO	Post Nos:	
Responsible for:	N/A	Post No:	N/A

Key Objectives:	
1	Developing and delivering an innovative and forward-thinking multi-channel communication strategy together with supporting polices by establishing, maintaining and utilising all available means of communication to deliver the strategy.
2	Making sure the Town Council's reputation is protected by managing all risks associated with public and media relations when dealing with internal and external issues.
3	Leading on all matters relating to printed, visual and digital media and enabling feedback as appropriate.
Responsibilities:	
1	<p><u>Strategic management:</u></p> <ul style="list-style-type: none"> In conjunction with the Town Clerk and in response to the Town Council's Corporate Strategic Plan develop a Marketing, Communications and Branding Strategy for all aspects of Banbury Town Councils' services and facilities. Work across all service partners to implement the strategy and manage all marketing and communications activity to positively enhance and increase awareness within the local communities and develop new audiences for the Town Council's activities, services and facilities. Establish marketing goals and objectives to align with the Marketing Strategy.
2	<p><u>Media Relations:</u></p> <ul style="list-style-type: none"> Seek out, develop and manage a high-level, collaborative and positive relationship with local, regional and national media by providing a proactive approach to the communications agenda. Write press releases and content for the council website and social media, creating photo opportunities where appropriate and beneficial. Ensure the Town Council has a high and positive profile in relation to its services and facilities.

	<ul style="list-style-type: none"> • Act in an advisory capacity to officers in their dealings with the media, drafting responses and helping with individual requirements. • Continually monitor, assess and help manage the reputation of the council amongst the public and key stakeholders. • Proactively monitor external media and social media coverage ensuring systems are in place to enable positive outcomes.
3	<p><u>Reputational Management:</u></p> <ul style="list-style-type: none"> • Advise and support councillors and employees, through the adoption of relevant policies, on how to reduce reputational damage and to deliver a positive, corporate and democratic image. • Support applications to award schemes and develop the Town Council's brand at regional and national level.
4	<p><u>Printed, Visual and Digital Media:</u></p> <ul style="list-style-type: none"> • Produce engaging, accurate and interesting content for social media and the council's website for events and activities, in line with the Town Council's overall marketing and communications requirements. • Ensure the Town Council's website is up-to-date and full advantage is taken of the latest digital technology. • Ensure the Town Council is best placed to take advantage of any new media opportunities. • Organise the cost-effective design and production of all printed material and advertising, including assisting with the content. • Organise the effective distribution of all publicity material throughout the region and ensure that all display areas, including front of house and notice boards, are maintained to a high standard.
5	<p><u>External Communications:</u></p> <ul style="list-style-type: none"> • Improve community engagement and promote a positive relationship with residents, visitors, businesses, voluntary organisations, public service organisations and schools by involving them in Town Council projects to develop a sense of pride in Banbury. • Initiate, create, develop and implement marketing campaigns that promote Banbury Town Council to existing and new audiences, including minority, ethnic and hard-to-reach groups. • Oversee and contribute toward consultation exercises as needed, promoting initiatives and publishing results as appropriate. • Represent the Town Council at appropriate networks. • Maintain up-to-date working project & archives files, including photo files, for community initiatives.

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Internal Communications:

- Ensure the effective delivery of internal communications that support the delivery of the Councils objectives, supporting Officers as appropriate.
- Dotted line responsibility to the Director of Environment and Events Manager for the purpose of providing them with the necessary support and guidance in respect of internal and external communications issues and requirements.
- Communicate openly and engage others in work planning and decision making, to ensure high levels of cooperation, and understanding of the vision of the Town Council including how their individual performance contributes to improving services and enhancing the reputation of the Town Council.
- Preparing information and reports on all aspects of communications and customer service activity, as required by the Council and the Management Team.

This Job Description was created by

Mark Hassall

on

October 2023