

Cowbridge with Llanblethian Town Council

Job description

Community Engagement Officer

This is a permanent, part-time position.

Grade: SCP Scale 20 – 28
£30,296 - £36,648 Pro rata

Hours of Work: 20

Leave Entitlement: 23 days per annum plus bank holidays (plus 2 extra statutory days)

Responsible to: Chief Executive/Town Clerk

Job Title: Community Engagement Officer

To lead on community engagement, organising and delivering high quality local events, maximising resident and local business participation, and upholding a professional and effective online presence through a professional website and active social media channels.

Job Summary:

Responsible for developing and implementing comprehensive marketing strategies and managing a wide range of events to promote community engagement, enhance the town's image, and support the Council's objectives. This role requires a dynamic individual with strong marketing and event management skills, excellent communication abilities, and a passion for fostering community connections.

The job will be based in Cowbridge Town Hall, with home working by agreement of the Chief Executive/Town Clerk.

Key Responsibilities:

Marketing Strategy:

Develop and execute strategic marketing plans to promote the town's initiatives, events, and services.

Conduct market research to identify target audiences and trends, ensuring effective communication and engagement.

Develop and design advertising material for events and services.

Event Planning and Execution:

Plan, coordinate, and execute a variety of town events, including Mayor Making, Civic Sunday, Summer Festivals, Remembrance Sunday and Christmas activities.

Manage all aspects of event logistics, including venue selection, vendor coordination, budgeting, and on-site supervision.

Community Engagement:

Cultivate and maintain positive relationships with local businesses, community groups, and residents to enhance community involvement.

Collaborate with various stakeholders to create partnerships and sponsorship opportunities for events.

Public Relations:

Act as the primary point of contact for media inquiries and establish relationships with local media outlets.

Draft press releases, articles, and promotional materials to highlight town initiatives and events.

Social Media Management:

Develop and implement social media strategies to increase the town council's online presence and engagement.

Create and curate content for various social media platforms, keeping residents informed and engaged.

Create bespoke graphics, print and social media assets.

Website Management:

Enhance and evaluate the WordPress website for the council, focusing on refining its layout and overall visual appeal. Ensure the website is regularly updated with the latest information regarding events and media advertising.

Other

Work as a flexible member of a small team and support the work of other members of the team as necessary and required.

Qualifications:

Proven experience in marketing and event management, preferably in a town or community setting.

Strong organisational and project management skills.

Excellent written and verbal communication abilities.

Experienced in using graphic design packages,

Proficient in social media platforms and marketing tools.

Proficient in Word Press.

Ability to work flexible hours, including evenings and weekends, to accommodate events.

Application Process:

Interested candidates should submit a curriculum vitae, cover letter, and a portfolio showcasing relevant marketing and event management projects to enquiries@cowbridge-tc.gov.uk

The application deadline is 21 December 2023, job interviews will take place 4th & 5th January 2024.