APPENDIX B - JOB SPECIFICATION

Job Title: Marketing and Communications Officer

Location: Bexhill-on-Sea Town Council, 35 Western Road, Bexhill-on-Sea, TN40 1DU

Reports To: Town Clerk

Salary: SCP 13 £28,163

Hours: Full-Time

Job Summary:

The Marketing and Communications Officer is responsible for developing and implementing marketing and communication strategies to promote Bexhill-on-Sea, its services, and events. This role plays a pivotal part in ensuring effective communication between the Town Council, residents, local businesses, and visitors. A key aspect of the position is coordinating the scheduling and promotion of all local events, ensuring a comprehensive and cohesive calendar of activities for the community.

Key Responsibilities:

Marketing and Promotion:

- Develop and execute marketing campaigns to promote the town's activities, services, and events.
- Design and distribute promotional materials, including flyers, newsletters, press releases, and social media content.
- Maintain and update the Town Council's website and social media platforms with engaging and accurate information.
- Collaborate with local businesses, community groups, and stakeholders to enhance the town's visibility and reputation.

Event Coordination:

- Serve as the primary coordinator for the scheduling of all local events, creating and maintaining a centralised town event calendar.
- Work with event organisers to avoid scheduling conflicts and ensure a diverse range of offerings.
- Promote events through appropriate channels, including local media, online platforms, and community outreach.
- Attend and support key events as a representative of the Town Council.

Public Relations:

- Act as the main point of contact for media enquiries and community communication.
- Develop and maintain relationships with local media outlets and influencers.
- Monitor and manage the council's public image and respond to public feedback in a timely and professional manner.

Internal Communication:

- Collaborate with other council departments to ensure consistent messaging and alignment with council priorities.
- Produce internal updates and reports on communication and marketing activities.

Monitoring and Reporting:

- Track the effectiveness of marketing and communication initiatives using analytics tools.
- Provide regular reports on engagement metrics, event attendance, and overall impact.

Qualifications and Skills:

Essential:

- Proven experience in a similar role, preferably in a local government or community-focused organisation.
- Strong written and verbal communication skills.
- Proficiency in digital marketing tools, social media platforms, and content management systems.
- Excellent organisational and time-management skills, with the ability to manage multiple projects and deadlines.

Desirable:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- Experience in event planning and coordination.
- Familiarity with graphic design software (e.g., Adobe Creative Suite, Canva).
- Knowledge of the local area and community.

Personal Attributes:

- Creative and proactive mindset with a passion for community engagement.
- Strong interpersonal skills and the ability to build relationships with diverse groups.