FLITWICK TOWN COUNCIL

JOB DESCRIPTION/PERSON SPECIFICATION

Post:	**Digital Communications and Marketing Officer**
Responsible to:	**Communications and Marketing Manager**

Job Purpose

1. To assist in publicising the Town Council services, events (civic, community and business) and raise the general public profile of the Council.
2. To work with the Business and Facilities Team to market The Rufus Centre for conferencing and functions and increase profits within agreed targets set.
3. To assist in raising the profile of Flitwick.

Main Responsibilities

1. Create captivating and engaging content for all the Council's and The Rufus Centre social media platforms, which include Instagram and Facebook and TikTok.
2. Support the development and implementation of marketing plans to grow social media audiences, enhance engagement and maintain strong relationships with residents, customers, local businesses and community stakeholders.
3. Develop and deliver customer relationship marketing campaigns using CRM software, building and maintaining databases of existing and prospective customers to support cross-selling opportunities through targeted email campaigns.
4. Support the review, development and ongoing enhancement of the Council and The Rufus Centre websites, improving user experience, increasing website traffic and online visibility, creating and managing engaging content, and ensuring compliance with relevant legislation, regulations and accessibility standards.
5. Undertake research and analysis to identify trends, audience behaviours and communication opportunities, using findings to inform recommendations and support the development and implementation of effective marketing and engagement activities.
6. Produce high-quality promotional materials using design software to support Council and commercial activities, including events, services, campaigns, conference and venue hire, ensuring consistent branding across all communications.
7. Support and attend Council and community events to create engaging publicity content, including photography, social media content and live event coverage.
8. Create, schedule and manage content for the Council's digital signage content management system, ensuring messaging is relevant, accessible, visually engaging and consistent with the Council's branding and communication objectives.
9. Support the development of marketing proposals for The Rufus Centre, identifying and implementing promotional opportunities with third-party organisations, external publications and online platforms to increase awareness, bookings and revenue.
10. Produce a range of creative content, including videos, photographs, graphics and audio, for use across the Council's communication and promotional channels.
11. To observe the principles of customer/client care, equality, quality management and good health and safety standards and to help achieve and contribute towards Local Council Award status.
12. To undertake other tasks allocated which are within the competence and capability of the post holder.

PERSON SPECIFICATION

E = Essential
D = Desirable

FACTOR	REQUIREMENT
QUALIFICATIONS	1. A degree or professional qualification in marketing, public relations or media relations. (D) 2. Evidence of Continual professional development. (E) 3. Member of the Chartered Institute of Public Relations or Chartered Institute of Marketing. (D)
EXPERIENCE E = Essential D = Desirable	4. Experience in a communications field such as the media, public relations or marketing. (E) 5. Experience of working with senior officers and politicians in local government, public sector organisations and members of the public. (D) 6. Experience of having undertaken consultation projects. (D) 7. Experience of using and managing social media platforms. (E) 8. Experience of developing and managing websites. (D) 9. Experience of producing a community magazine. (D) 10. Experience of organising and promoting community, promotional and business events. (D) 11. Experience of working on own initiative, keeping records and reporting performance outputs. (E) 12. Experience of using the Microsoft suite of products. (E) 13. Experience of using marketing tools such as Canva and Mailchimp. (D)
KNOWLEDGE/ SKILLS	14. Detailed knowledge of communication techniques, including tailoring communications to different target audiences. (E) 15. Ability to communicate and gain support from customers, partners and visitors. (D) 16. Ability to communicate clearly and effectively in plain English, both verbally and in writing, to a wide range of audiences. (E) 17. Good ICT skills using a range of formats. (E) 18. Ability to negotiate, influence and persuade others. (E) 19. Experience of project managing major pieces of work. (D)

	20. An understanding of local government and the hospitality sector (D) 21. Knowledge and/or application of a range of consultation techniques. (D) 22. Proactive approach to media relations (E) 23. Ability to keep accurate records and prepare/ present performance reports. (E) 24. Ability to balance conflicting demands and to find acceptable ways forward. (E)
Personal Style and Behaviour	25. Ability to work under pressure and have a flexible to achieving deadlines. (E) 26. Flair, passion and an innovative approach to the content, organisation and promotion of events. (E) 27. Willingness to work flexibly and outside office hours. (E) 28. Commitment to customer care, equal opportunity in employment and service delivery and safety. (E) 29. Dedication to the raising of standards at Council's venues and events. (E)