

HAYLE TOWN COUNCIL



JOB DESCRIPTION

Job Title: Communications and Engagement Officer

SCP 18-23
21 - 25 Hours Per week
£31,537 - £34,434 pro rata

Responsible to: Deputy Town Clerk

Job Overview:

To lead the development, coordination, and delivery of high quality communications and engagement activity that raises the profile of Hayle Town Council and strengthens its relationship with residents, partners, and stakeholders. The postholder will ensure the Council's work, decisions, and achievements are communicated clearly and consistently, while supporting community participation, events, and civic initiatives.

The role requires both strategic planning and hands on delivery. Success will be measured by improved visibility of the Council, strengthened community relationships, and effective execution of engagement activities and communications outputs.

Duties and Responsibilities:

Communications, Marketing and Digital Engagement

- Develop and implement a structured communications plan aligned with Council priorities, ensuring consistent, timely, and accurate messaging.
- Manage and update the Council's communication channels, including the website, social media, newsletters, noticeboards, and digital publications.

- Produce high quality written and visual content that promotes Council services, decisions, events, and achievements.
- Ensure all communications are accessible, inclusive, and compliant with Council policies and statutory requirements.
- Monitor engagement data, prepare evaluation reports, and recommend improvements to enhance reach and impact.
- Support internal communications, ensuring councillors and staff are informed of key developments and decisions.

Community Engagement and Partnership Working

- Act as a first point of contact for residents, community groups, and partner organisations, providing clear information and signposting.
- Build and maintain productive relationships with local stakeholders including schools, businesses, voluntary groups, cultural organisations, and wellbeing providers.
- Plan and deliver community engagement activities, consultations, and outreach programmes, ensuring meaningful participation and feedback.
- Represent the Council at meetings, forums, and community events, presenting information confidently and professionally.
- Support residents and groups in identifying and applying for grants and funding opportunities.
- Encourage and facilitate community led initiatives, volunteering, and collaborative projects.

Governance and Compliance

- Uphold safeguarding, equality, diversity, health and safety, and data protection requirements at all times.
- Maintain accurate records, reports, and documentation in line with Council standards.
- Adhere to all Council policies, procedures, and statutory obligations.

Other:

- The post-holder may be required to attend evening meetings and/or other events for which time off in lieu or payment will be awarded.
- The post-holder will be expected to comply, observe and promote the values and behaviours of the Council in a professional and responsible manner.

- The post-holder will maintain confidentiality of information acquired while undertaking duties for the Town Council.
- All Council employees are responsible for the implementation of the Health and Safety Policy so far as it affects them, their colleagues and others who may be affected by their work. The post-holder is also expected to monitor the effectiveness of the health and safety arrangements and systems to promote appropriate improvements where necessary.
- There is an expectation that all employees will be committed to a programme of continuing professional development and be willing to learn new skills and keep abreast of new and improved methods of working, for the benefit of the people of Hayle and the Town Council.

NB This job description is intended to give the applicant/post-holder an appreciation of the role and the range of duties and responsibilities to be undertaken. It does not attempt to cover every activity. Specific tasks and objectives will be agreed with the post-holder at regular intervals. The post-holder will be required, at all times, to perform any other reasonable tasks as requested by the Council in order to meet its operational needs.

Signed by Post Holder

Signed:..... Date.....