



Job Title: **COMMUNICATIONS AND ENGAGEMENT OFFICER
STAMFORD TOWN COUNCIL**

Reporting to: **CHIEF EXECUTIVE OFFICER**

Role Summary:

The Communications and Engagement Officer will play a critical role in enhancing public relations, maintaining an open line of communication with the community, and promoting the activities and initiatives of the Council.

They will be responsible for managing various communication channels, engaging with stakeholders, and ensuring that information is accurate, timely, and effectively disseminated.

Job Activities:

Media Relations:

- Serve as the primary point of contact for media inquiries.
- Draft and distribute press releases, statements, and news updates.
- Cultivate positive relationships with local journalists and media outlets.

Public Engagement:

- Organise and facilitate public meetings, forums, and listening sessions.
- Act as a liaison between the Council and community groups, residents, and local businesses.
- Encourage public participation in Council activities and decision-making.

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Social Media Management:

- Manage and maintain the Council's social media platforms.
- Create and curate engaging content to promote Council initiatives and events.
- Respond to comments and messages in a timely and professional manner.

Internal Communication:

- Ensure that Council staff are well-informed about Council decisions, policies, and activities.
- Develop and implement internal communication strategies to improve staff morale and cooperation.

Crisis Communication:

- Develop and implement crisis communication plans to ensure the public receives timely and accurate information during emergencies or crises.
- Coordinate with emergency services and other relevant agencies.

Marketing and Promotion:

- Develop and execute marketing campaigns to promote Council activities.
- Create promotional materials, including brochures, posters, and digital content.
- Use various marketing channels to attract participation and support for Council initiatives.
- Promoting hire of various Stamford Town Council assets.

Website and Newsletter Management:

- Maintain and update the Council's website with current information and news.
- Oversee the creation of newsletters and other publications to keep the community informed.

Branding and Identity:

- Maintain and promote a consistent brand and image for the Council.
- Ensure all communication materials adhere to established branding guidelines.

Monitoring and Evaluation:

- Measure and analyse the effectiveness of communication strategies.
- Gather feedback from the community and stakeholders to continually improve Council services.

Experience / Qualifications:

- A degree or diploma in communications, public relations, marketing, or a related field would be desirable.
- Proven experience in a similar role, preferably in the public sector or local government.
- Crisis communication experience would be advantageous.
- Familiarity with the Stamford community and its specific needs and challenges.

Skills / Abilities:

- Proficiency in using social media platforms and content management systems.
- Strong written and verbal communication skills.
- Excellent time management and organisational skills.
- Highly accurate and detail oriented.

Other requirements:

- Comfortable with committing to working outside of usual working hours, including weekends as required.
- Commitment to the Council's ethos of equality and inclusion.