

STONDON PARISH COUNCIL

Job Description

JOB TITLE:	Community Engagement Officer
PAY SCALE:	SCP 17 - 26 - £16.08 to £19.32 per hour based on experience and qualifications.
JOB TYPE:	Part-time flexible (10 hours per week). Permanent.
HOURS:	Monday to Saturday 09:00 – 17:00 Flexibility is required to cover work requirements on a daily basis. Some weekend work may be required with equivalent weekday rest days. Employees may be asked to work outside of these hours (including some weekend and evening work) which may include helping at SPC community events. SPC will look to give as much notice as possible and any time worked would be given back as time of in lieu or payment upon agreement with the Clerk.
ANNUAL LEAVE:	23 days + 8 Statutory Days pro-rata.
LOCATION:	The village of Stondon. The Parish Office in the Community Centre at The Pastures, Upper Stondon, Lower Stondon, Henlow SG16 6QB. Employee home address (after probation period). *Other places individuals may be required to work at – address of the venue for events or meetings where you represent the Council, training locations etc.
JOB SUMMARY:	To manage the Council's community engagement including civic and community events, and to manage the marketing, publicity and promotion of the Council and its events across multiple mediums.
RESPONSIBLE TO:	Clerk to the Council

DUTIES AND RESPONSIBILITIES:

Main Purpose of Role:

The main purpose of this role is to build positive relationships between the Council and the community, increasing awareness, participation and support for the Council's programmes through engagement, outreach and partnership building.

STONDON PARISH COUNCIL

Job Description

Duties and Responsibilities

1. Event Management

- a. Plan, organise and execute a diverse range of community and civic events and activities in line with the Council's strategic plan and community engagement policy.
- b. Collaborate with Members, community organisations and stakeholders' businesses to identify event opportunities, secure venues, sponsors, vendors, and coordinate logistics.
- c. Develop event concepts, themes and programmes that appeal to a diverse audience and reflect the unique characteristics and interests of the community.
- d. Create event budgets, timelines and work plans and oversee budgets to ensure that they are delivered within budget and meet Council set financial targets.
- e. Co-ordinate event promotion and marketing efforts, including the creation of promotional materials, social media campaigns, press releases and outreach to local media.
- f. Recruit, train and supervise event volunteers, and staff to support event set up, operation
- g. Ensure all relevant permits, licences, regulations, and safety standards are adhered to, including event management plans and risk assessments.
- h. Monitor and evaluate the success of events, gather feedback from participants, sponsors and stakeholders and make recommendations to Council for improvement.
- i. Represent the town council at community events, meetings, and functions to promote engagement and foster positive relationships within the community.

2. Community Engagement

- a. To develop and implement an effective communications and engagement strategy and branding guidelines for the Council to achieve strategic objectives.
- b. To develop and manage appropriate channels of communication and productive working links between the Council, local initiatives, groups, organisations, and key service providers for the benefit of Stondon.
- c. To regularly review and develop the Council's communications platforms, managing content on Social media and the Council website, ensuring they are up to date and work effectively, and looking at new opportunities for platforms to engage through and are WCAG compliant.
- d. Create and prepare Parish magazine and arrange for distribution.
- e. Prepare promotional material and provide publicity information about Stondon and the community as well as the Council's own activities.
- f. To coordinate Council communications and to collaborate with other officers on preparing promotional materials, writing press releases and news articles promoting the Council, it's activities, services, and projects.
- g. To develop, in conjunction with the Clerk an informative and engaging annual report in multiple formats.
- h. To ensure that Council communications comply with accessibility legalisation.

STONDON PARISH COUNCIL

Job Description

3. Other Responsibilities

- a. Acting as a representative of the Council as required, including attending meetings with key stakeholders, positively promoting the council within the local community and being one of the Council's public-facing contacts.
- b. To work according to relevant Data Protection legislation and Council policies.
- c. Promoting equality, diversity, and inclusion and being aware of your own actions and those of others. All employees are responsible for eliminating unfair and unlawful discrimination in everything that they do.
- d. Attending training courses and seminars that support the role, and that contribute to personal and professional development.
- e. Keeping updated records of time, annual leave, and travel, and mileage reclaims.
- f. Responsible for own health and safety especially when lone working in line with the Council's policies.
- g. Provide limited cover for the Clerk during periods of planned absence, ensuring continuity of operational and administrative duties while statutory responsibilities remain with the Clerk.

4. Performing any other relevant duties which may be assigned from time to time by the council

QUALIFICATIONS AND EXPERIENCE

Essential

- Current UK driving licence.
- Practical experience of event planning and management.
- Experience of developing and implementing event plans and risk assessments
- Experience of supervising a team/individual as part of running an event/activity
- May be required to carry out a DBS application.
- Knowledge of event safety including public liability, health and safety, risk assessments and public safety
- Experience of using graphics and design programme to develop promotional materials/graphics/videos

Desirable

Appropriate qualifications or experience in:

- General knowledge of the public sector, local government, and committee structures.
- Ability to monitor media coverage, identify and capitalise of positive news stories and conversely, identify potential issues and draft media response
- Experience of preparing and working to budgets

SKILLS

Essential

- Good social and communication skills.

STONDON PARISH COUNCIL

Job Description

- Experience of working in a team to deliver projects.
- Ability to work independently and prioritise workload to meet timescales and deadlines.
- Excellent organisational skills including the ability to manage multiple tasks.
- Excellent social media management skills
- An understanding of GDPR regulations
- Understanding of procedures, systems, and the legal framework in which the council operates.

Desirable

- Demonstrate an understanding of the local area and audiences.
- Proactive and forward thinking.

OTHER

- Be legally able to work in the UK.
- Have a positive and “can do” attitude to solving problems, flexibility to adapt to emerging priorities and changing circumstances.
- Remain calm under pressure.
- Professional and courteous manner.
- Meticulous, thorough and systematic, conscientious and reliable.
- Willing to learn new skills and not afraid to ask for guidance.
- Willing to take on other tasks outside the normal scope of work if required.

OTHER PROVISIONS

Car Allowance: Casual user (reimbursement made of any mileage undertaken on behalf of the Council)

This is a description of the job as it is at present constituted. It is the practice of this Council to periodically examine employees' job descriptions and to update them to ensure that they relate to the job as then being performed, or to incorporate whatever changes are being proposed. Management in consultation with the employee conducts this procedure. It is the Council's aim to reach agreement to reasonable changes, but if agreement is not possible the Council reserves the right to insist on changes to your job description after consultation with you.