

JOB DESCRIPTION

Communications Officer – Part Time – 3 hours per week

Reports to: The Town Clerk

Overall Responsibilities:

To provide an effective, responsive, efficient, high quality, informative, engaging, and professional communications service for West Moors Town Council, which includes the use of social media and keeping the website updated which focuses on enhancing and protecting the organisation's reputation.

The post holder will generally work from home, using their own IT/mobile equipment. The Council office will be available to use if required.

The post holder will liaise with the Town Clerk regularly.

Specific Responsibilities

1. To pro-actively identify, research and develop news stories/content to help secure positive coverage for the Council and its activities.
2. To monitor and update the Council's social media accounts; using timelines and scheduled content to create engaging and informative posts.
3. To create dynamic written, graphic and video content that is suitable for various social media and other communication platforms.
4. To monitor other social media accounts (such as Dorset Council, Local Police, NHS) and share information that would be interesting/informative.
5. To ensure that the Council website and community pages are kept current and up to date. This includes liaising with local organisations regularly to ensure their information is also current. (Training will be provided on how to update the website)
6. The postholder is not expected to respond to queries that come through the social media accounts.