

## **APPENDIX D - JOB SPECIFICATION**

**Job Title:** Marketing and Communications Officer

**Location:** Bexhill-on-Sea Town Council, 35 Western Road, Bexhill-on-Sea, TN40 1DU

**Reports To:** Town Clerk

**Salary:** SCP 13 £28,163

**Hours:** Full-Time

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### **Job Summary:**

The Marketing and Communications Officer is responsible for developing and implementing marketing and communication strategies to promote Bexhill, its services, and events. This role plays a pivotal part in ensuring effective communication between the Town Council, residents, local businesses, and visitors. A key aspect of the position is coordinating the scheduling and promotion of all local events, ensuring a comprehensive and cohesive calendar of activities for the community.

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### **Key Responsibilities:**

#### **Marketing and Promotion:**

- Develop and execute marketing campaigns to promote the town's activities, services, and events.
- Design and distribute promotional materials, including flyers, newsletters, press releases, and social media content.
- Maintain and update the Town Council's website and social media platforms with engaging and accurate information.
- Collaborate with local businesses, community groups, and stakeholders to enhance the town's visibility and reputation.

#### **Event Coordination:**

- Serve as the primary coordinator for the scheduling of all local events, creating and maintaining a centralised town event calendar.
- Work with event organisers to avoid scheduling conflicts and ensure a diverse range of offerings.
- Promote events through appropriate channels, including local media, online platforms, and community outreach.
- Attend and support key events as a representative of the Town Council.

#### **Public Relations:**

- Act as the main point of contact for media enquiries and community communication.
- Develop and maintain relationships with local media outlets and influencers.
- Monitor and manage the council's public image and respond to public feedback in a timely and professional manner.

**Internal Communication:**

- Collaborate with other council departments to ensure consistent messaging and alignment with council priorities.
- Produce internal updates and reports on communication and marketing activities.

**Monitoring and Reporting:**

- Track the effectiveness of marketing and communication initiatives using analytics tools.
- Provide regular reports on engagement metrics, event attendance, and overall impact.

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**Qualifications and Skills:****Essential:**

- Proven experience in a similar role, preferably in a local government or community-focused organisation.
- Strong written and verbal communication skills.
- Proficiency in digital marketing tools, social media platforms, and content management systems.
- Excellent organisational and time-management skills, with the ability to manage multiple projects and deadlines.

**Desirable:**

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- Experience in event planning and coordination.
- Familiarity with graphic design software (e.g., Adobe Creative Suite, Canva).
- Knowledge of the local area and community.

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**Personal Attributes:**

- Creative and proactive mindset with a passion for community engagement.
- Strong interpersonal skills and the ability to build relationships with diverse groups.