Job Description – Marketing and Town Development Officer

Reporting to the Town Clerk, the main duties can be summarised as:

- Develop and implement a strategy for communicating with residents, businesses and outside agencies as appropriate
- Market the Council services and facilities
- Promote tourism
- Develop and implement strategies to enhance the economic and social development of the residents of Battle
- Seek residents’ opinions on Council matters as required

Specific Responsibilities

Communication

Ensure that statutory and other provisions governing or affecting the running of the Council are observed. This means that the job holder must keep up to date with changes in legislation and forthcoming changes and will advise the Town Clerk accordingly to ensure that policies and procedures meet statutory requirements and best practice.

Be the Council’s principal adviser on communications and promotional matters

Ensure that the Council’s website is accurate and fit for purpose

Use social media to the Council’s best advantage to communicate news and information in a timely manner

Prepare, in consultation with the Town Clerk, Chairman and other key Councillors, press releases about the activities of, or decisions of, the Council in an effective and positive way

Prepare the Council’s quarterly newsletter and Annual Report

Design and execute appropriate community consultation methods

Market the Council services and facilities through appropriate means and within budget

Monitor relevant policies of the Council to ensure that they are achieving the desired result and where appropriate suggest modifications.

Town Development

Act as the representative of the Council as required

Be the principal adviser to the Council on matters of ceremony and civic protocol

Take appropriate action to develop partnerships with businesses, agencies and the voluntary sector and to assist in developing strategies to enhance the profile and image of the Council for the economic and social development of the residents of Battle while protecting the
views/interests of the Council with all external organisations or individuals

Further develop strong working relationships with partners from all sectors and to work with Councillors to produce a long-term action plan for the development of Battle for the benefit of residents and visitors to the town

Draw up, both on her/his own initiative and as a result of suggestions by Councillors, proposals for developing the town for consideration by the Council including advice on the practicality and likely effects of specific courses of action. This will include advice on the pros and cons of such suggestions.

Deal with correspondence and documents in relation to Town Development on behalf of the Council and to bring them to the attention of the Council in a timely manner; and to issue correspondence as a result of instructions of the Town Clerk/Council or the known policy of the Council.

Be the primary contact for matters relating to tourism

Develop and implement a strategy to increase tourism in the town

Produce all information required for making effective decisions and to implement constructively all decisions.

Advise and assist the Town Clerk/Council in applying for and securing grants from potential funding bodies.

Management

Supervise other members of staff as directed by the Town Clerk

Ensure that the Council’s obligations for Risk Assessment and Health and Safety are properly met.

Personal

Keep up to date by training/qualification

Attend training courses or seminars as required by the Council, such as social media, cyber security and data security

Acquire the necessary professional knowledge required for the efficient management of the affairs of the Council.

Other

Undertake such other duties commensurate with the level of the post and job purpose as required by the Council from time to time.