



Wells City Council

Job Description

Job Title: Media and Communications Officer

Grade: SCP 18-23 £31,364 pro rata (pay award pending)

Contract Description: Permanent 37 hours per week, with some flexible working to cover events.

Job Purpose

To develop and deliver effective communications and engagement activities that promote the work of the Council, improve public awareness of council services and initiatives, strengthen community engagement, and enhance the Council's reputation.

The postholder will manage the Council's communications channels, support media relations, create engaging content, marketing campaigns and help ensure that residents, businesses and stakeholders are informed about the Council's work and opportunities to participate in local democracy as well as maximizing the councils offerings across its services and estate.

Principal duties and responsibilities:

Communications and Public Relations

- Develop and implement the Council's communications and engagement strategy.
- Promote the work, services, projects and achievements of the Council.
- Prepare and distribute press releases, statements and media briefings in support of the Town Clerk.
- Act as a point of contact for media enquiries in conjunction with the Town Clerk.
- Monitor media coverage relating to the Council and local issues.
- Support the management of reputational issues and communication responses.

Marketing & Promotion

- Develop and deliver marketing campaigns to promote Council services, events, projects estate and initiatives.
- Create and implement annual marketing plans aligned with Council priorities.

- Promote Wells as a destination for tourism, culture, heritage and community events.
- Identify opportunities to increase participation in Council events, consultations and activities.
- Work with local businesses and partners to support collaborative promotional campaigns.
- Manage the Council's visual identity and brand guidelines to ensure consistency across communications.
- Develop promotional materials for digital, print and outdoor advertising.
- Explore sponsorship, partnership and advertising opportunities where appropriate.
- Monitor campaign effectiveness and recommend improvements based on performance data.

Digital Communications

- Update, manage and maintain the Council's website, ensuring content is accurate, accessible and up to date.
- Manage the Council's social media accounts and develop engaging content across appropriate platforms.
- Create and publish news articles, announcements, campaigns and community updates.
- Monitor social media activity and respond appropriately to enquiries and comments.
- Plan and deliver targeted marketing campaigns using social media, website content, email newsletters and other channels.

Community Engagement

- Promote public participation in council meetings, consultations and engagement activities.
- Develop communication campaigns to support council priorities and community initiatives.
- Develop audience-focused campaigns to encourage participation in civic, community and cultural activities.
- Work with local organisations, businesses, schools and community groups to strengthen engagement.
- Support consultations and surveys to gather residents' views.
- Assist in producing community newsletters and publications.

Content Creation & Civic/Event Support

- Produce high-quality written, visual and digital content for a range of audiences.
- Create promotional materials including posters, leaflets, presentations and display materials.

- Promote and celebrate, Photograph and document council events, Civic events projects and activities.
- Develop case studies, success stories and community impact reports.
- Attend events when required to provide communications and media support.
- Assist with the promotion of tourism, heritage and cultural activities.

Internal Communications, Governance & Compliance

- Assist in preparing briefing materials, presentations and reports.
- Ensure communications comply with relevant legislation including Data Protection, Copyright, Accessibility and Local Government publicity requirements.
- Support compliance with the Council's Media and Communications Policy.
- Maintain records of communications activity and media coverage.
- Ensure political neutrality is maintained in accordance with the Local Government Act and associated guidance.

Monitoring and Evaluation

- Monitor communications performance using appropriate metrics and analytics.
- Produce regular reports demonstrating reach, engagement and impact.
- Identify opportunities for service improvement and innovation.

General Responsibilities

- Uphold the values and objectives of the Council.
- Work collaboratively with Councillors, staff and partner organisations.
- Attend training and professional development activities as required.
- Comply with all council policies and procedures.
- Undertake any other duties commensurate with the level of the post as reasonably required by the Town Clerk.

Key Relationships

- Town Clerk and Council staff
- Mayor and Councillors
- Residents and community groups
- Local businesses
- Local and regional media
- Partner organisations and public bodies
- Visitors and stakeholders

Special Requirements

- Occasional evening and weekend working.
- Attendance at council meetings and civic events when required.
- Ability to travel within the parish/town area.

This is not a complete statement of all duties and responsibilities of this post. The post holder may be required to carry out any other duties as directed by the Town Clerk, the responsibility level of any other duties should not exceed those outlined above.

All staff are expected to maintain high standards of customer care in the context of the City Council's Core Values, to uphold the Equality and Diversity Policy and health and safety standards and to participate in training activities necessary for their post.

All staff are expected to abide by the obligations set out in the Information Security Policy, IT Acceptable Use Policy and Code of Conduct in order to uphold Wells City Council's standards in relation to the creation, management, storage and transmission of information. Information must be treated in confidence and only be used for the purposes for which it has been gathered, and should not be shared except where authorised to do so. It must not be used for personal gain or benefit, nor should it be passed on to third parties who might use it in such a way. All staff are expected to uphold the City Council's obligations in relation to current legislation including the Data Protection Act and Freedom of Information Act.