



Banwell Parish Council

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**Banwell Youth & Community Centre,
West Street, Banwell, North Somerset. BS29 6DB**

October 2020

Dear Applicant,

Communications, Marketing & Grant Funding Officer

Thank you for expressing an interest in the above position.

I am pleased to enclose an information pack consisting of –

- Job Description
- Person Specification
- Application Form (attached separately)

Banwell Parish Council is a progressive, ambitious council wanting to more fully engage with our community to develop environmentally and financially sustainable local services and a resilient, inclusive community. We are looking for a resourceful and innovative individual, who has the motivation to spread the message of the great work that is going on locally, to join us in the newly created post of **Communications, Marketing & Grant Funding Officer**.

It should be emphasised that a requirement of the post is that the successful candidate will be required to carry out occasional weekend & evening work to service Council and Committees within the Parish of Banwell.

If you feel that you could make a worthwhile contribution to the work of the Council, and wish to be considered for this post, please complete the attached application form explaining why you think you would be suitable, with particular reference to the person specification.

Information may be copied and stored on a database and used during the recruitment process or used to form part of the personnel files if successful.

The deadline for applications is 5 p.m. on Friday, 30th October. Shortlisting will occur the following week and it is anticipated that interviews and presentations (subject to be identified after shortlisting) will take place on Monday 16th November, by Zoom.

Yours sincerely,

**Liz Shayler
Clerk, Banwell Parish Council**

(This Parish Council intends to ensure that no job applicant should receive less favourable treatment than any other on the grounds of sex, age, marital status, racial origin, disability, sexual orientation or political or religious belief. Its recruitment practices will exclude all assumptions, preferences or judgements that are not job-related).



Job Description

Job Title: Communications, Marketing & Grant Funding Officer

Part time – approximately 8hrs a week

Salary Grade Scale 7 to 12 (depending on experience)

full-time equivalent of £20,092 to £22,183 (£10.44 - £11.53 per hour)

Some other evening & weekend work in Banwell will be required.

Main Purpose of Job:

To plan, design, deliver and constantly evaluate all Banwell Parish Council's communications and market our activities. To communicate with residents, businesses, groups and organisations to raise the profile and help fund Banwell Parish Council's facilities, projects and services.

Working Relationships:

The Communications & Marketing Officer has contact with: Internally, the Clerk and Councillors. Externally, North Somerset, surrounding Parish Councils, local groups, organisations, businesses, residents and suppliers of goods and services to Banwell Parish Council.

Main Duties & Responsibilities

1. To deliver a professional, proactive and creative communications and marketing service for Banwell Parish Council.
2. To develop a social media strategy for Banwell Parish Council.
3. To maintain a social media policy applicable to Councillors and Council Staff.
4. To develop and implement social media campaigns and subsequently maintain and monitor the Council's social media presence.
5. To plan and implement communications and marketing activities that showcase the Council's facilities, projects and services as well as events that are held in the Parish.
6. To participate in the organisation and project management of events and functions as directed/requested.
7. To maintain Banwell Parish Council's website and take a proactive role in its continued development ensuring current legislation is met.
8. To create high quality marketing and promotional material and campaigns to include Parish Council Newsletters, frequency to be established.
9. To create press releases for the media, handle reactive media enquiries, identify opportunities to gain positive media coverage and to identify potential issues and prepare media responses.
10. Applying for grant funding from a variety of sources to support council projects and initiatives.
11. To build relationships with key stakeholders including local voluntary community groups and organisations.
12. To evaluate the success of all marketing & communications activities.
13. To undertake such other duties and responsibilities, including attending meetings, commensurate with the level of the post and in accordance with the job purpose, as required by the Parish Clerk.
14. As part of the Council's administrative team providing occasional administration duties and cover to ensure the continued operation of Banwell Parish Council.
15. To undertake training as and when required or requested including completion of ILCA
16. To work flexible hours when required to meet deadlines
17. To undertake other duties of a reasonable nature commensurate with the post



PERSON SPECIFICATION

Communications, Marketing & Grant Funding Officer

CATEGORY	ESSENTIAL	DESIRABLE
Qualifications	<p>Educated to at least A level or equivalent, including professional qualifications.</p> <p>Evidence of continual personal development</p>	<p>Educated to degree level or equivalent ideally in marketing, communications or other relevant subject.</p>
Related Experience	<p>Previous experience of working in a similar role or in the communications or marketing field.</p> <p>Experience of working with the press and media. Working in a public facing role with a customer focussed approach.</p> <p>Experience of working on your own initiative and as part of a team.</p> <p>Apply successfully for grant funding</p>	<p>Experience of engaging with residents and community groups</p> <p>Experience of working within the public sector</p>
Skills and abilities	<p>Excellent team working skills</p> <p>Excellent IT skills including the ability to use Microsoft Office.</p> <p>Knowledge/awareness of marketing and communications strategies and techniques</p> <p>Ability to be creative and imaginative</p> <p>Strong interpersonal skills with an ability to liaise with a variety of different groups, bodies, organisations, individuals and stakeholders.</p> <p>Good communication, interpersonal and writing skills</p> <p>Good presentation skills and the ability to speak confidently to a range of audiences</p> <p>Knowledge of digital strategies including social media and websites and how these can be utilised.</p> <p>Excellent personal organisation and time management including ability to initiate, self motivate and work to tight deadlines.</p>	<p>Aptitude for new technologies and computerised systems.</p> <p>A sound knowledge of how to effectively implement marketing, media and communications within a local authority context.</p>
Other Requirements	<p>Able to attend evening meetings when required</p> <p>A positive outlook with a passion for communicating.</p> <p>Willingness to commit to continued training and undertake ILCA</p>	