

Job Description and Person Specification

Job Title:	Communications and Marketing Assistant
Location:	Lewes Town Hall, High Street, Lewes, East Sussex BN7 2QS
Grade:	Spinal Column Point range 4 - 6 (starting at £24,404 per annum FTE)
Hours:	16 hours per week
Contract:	Part-time, permanent
Responsible To:	Communications and Marketing Manager

Job Description

Main Purpose of the Role:

To work closely with the Communications and Marketing Manager and team members to deliver effective external and internal communications which strengthen Lewes Town Council's reputation.

To support the co-ordination and monitoring of all Town Council publicity and play a key role in sharing information with residents, businesses, visitors and the media, aiming to raise the profile of both the town of Lewes and Lewes Town Council's work, services, projects and partners.

Key Tasks:

Communications

- To support communication services both internally and externally, with transparent and fully accessible communication.
- To support the production of internal and external customer satisfaction surveys, analyse and produce evaluation reports and associated actions.

- To assist and advise other teams on coordinating public consultations and carrying out market research.
- To support the management of the Town Council's website.
- To co-create high quality copy for the media and adapt for multi-channel use, proactively identifying opportunities to gain positive media coverage.

Marketing

- To support the development of the profile of the Town Council to increase awareness of and engagement with the council's functions, facilities and services, as well as local tourism.
- To support multichannel marketing campaigns to promote council activities, services and events.
- To support the Town Council in its work with external organisations and groups, with consultation exercises and community engagement activities to engage local residents in key projects.

Other

- To assist in maintaining compliance of the council's data management procedures, including maintaining records, databases and mailing lists relevant to services of the Town Council, as well as overseeing data protection, freedom of information requests, complaints procedures, and ensuring permissions and accreditation for imagery and materials are upheld.
- To undertake any other tasks commensurate with the grading of the post, as required by the manager/supervisor or the Town Clerk, ensuring that all duties undertaken are done so in accordance with Council policies, practices, procedures and standards.

Points to Note:

- The post requires flexibility in terms of time management and may require working at weekends and evenings to attend meetings and events as required. This will be compensated for, principally by time off in lieu which will be planned and agreed with the Town Clerk.
- The post holder will consistently apply the principles of Equal Opportunities, as embodied in the Town Council's policies and practices throughout the duties outlined.
- The post holder will undertake available training opportunities identified through appraisal and supervision and show a commitment to continuous development, to maximise your potential and ensure the efficient and effective delivery of Town Council services.

- This job description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

Person Specification

Key Skills & Abilities

Essential

- Excellent ICT skills, able to use Microsoft Office software, Adobe Acrobat and other software packages with confidence
- Proficient with the Internet, Email and Social Media
- Ability to communicate effectively both verbally and in writing to a range of audiences including councillors, voluntary and local community groups, third party contractors and colleagues
- Skilled writer, able to communicate complex information clearly and engagingly as well as edit writing by others
- Report writing skills
- Ability to work as part of a small team
- Ability to undertake a diverse workload
- Professionalism in representing the council to members, colleagues, other organisations and the public

Desirable

- Experience of using analytics and data

Education & Qualifications

Essential

- A Levels or equivalent

Desirable

- Relevant communications or marketing experience, qualification or degree



Knowledge

Essential

- Excellent Microsoft Office 365 working knowledge (Outlook, Word, Excel, PowerPoint)
- Working knowledge of Adobe Acrobat
- Website CMS (WordPress)
- Basic design and photography
- Of the principles of effective communication and marketing
- Awareness of equal opportunities, Equality Act 2010 and the protection of children and vulnerable persons
- Providing customer focussed services to the community
- A busy environment/office
- Using design software to produce promotional materials

Desirable

- Knowledge of Lewes
- Knowledge of Town/Parish Council sector
- Knowledge of the services provided by Lewes Town Council
- Understanding of the differing levels and responsibilities of local authorities
- Working with the press and publication editors to achieve good coverage of an organisations press releases

Previous Experience

Essential

- A busy office environment

Desirable

- Working in a political / public-sector environment
- Working for a Town/Parish Council

Personal Attributes

Essential

- Good interpersonal skills
- Willingness to take on a range of tasks as required
- Customer focused
- Flexible and self-motivated approach to work



- Positive approach to problem solving
- Maintaining confidentiality and discretion when required
- Honest and reliable
- Attention to detail, methodical and thorough approach
- A commitment to continuous improvement

Desirable

- A demonstrable interest in the town of Lewes either past or present

Other

Essential

- Willingness and ability to work evenings to fulfil the commitments of the role, particularly serving Council and Committee meetings.
- Willingness and ability to work occasional weekends, bank holidays to fulfil the commitments of the role, as required.