



## CHRISTCHURCH TOWN COUNCIL

### JOB DESCRIPTION

Job Title:	Senior Community Engagement & Communications Officer
Grade:	LC2 SCP 24 - 28 (£35,412 - £39,152)
Reports to:	Deputy Town Clerk (People, Projects & Engagement Manager)
Hours of Work:	37 hours per week (some evening and occasional weekend / Bank Holiday work required)
Contract:	Permanent
Location:	Hybrid – Christchurch office and working from home with regular travel across the Parish to Council sites, partner venues and events
Note that the postholder must hold a full UK driving licence and have access to a suitable vehicle insured for business use to travel between Council sites, partner venues and to attend meetings and events.	

### About Us

Christchurch Town Council (CTC) serves the historic town of Christchurch in Dorset, representing five wards and a vibrant, diverse community. Established in 2019, CTC is committed to delivering excellent local services, preserving the town's rich heritage, and supporting residents, businesses, and visitors. Through collaboration and innovation, CTC strives to make Christchurch an outstanding place to live, work, and visit.

### Purpose of the Job

This role is central to shaping how the Council communicates and engages with the public. It carries responsibility for ensuring that all communications and events reflect and support the Council's aims and priorities.

Key duties include developing and delivering communication plans, managing the Council's website and social media channels, coordinating public consultations, overseeing branding and messaging, and leading on the planning and promotion of Council-led events.

By aligning engagement activities with organisational objectives, the role helps build trust, transparency and a clear identity for the Council, ensuring that public-facing work is purposeful, consistent and impactful.

### Key Responsibilities

#### Communications & Marketing

1. Develop and deliver communications strategies that promote Council services, initiatives and engagement opportunities.
2. Act as communications advisor to councillors, including guidance on social media use and reviewing / recommending updates to the Council's Social Media Policy and

related protocols to ensure compliance with legislation and best practice.

3. Manage and update the Council's digital platforms (website, social media, email newsletters) ensuring content is timely, accurate, accessible and engaging.
4. Monitor and evaluate the effectiveness of communication and engagement activities using analytics and feedback to inform future planning, identify opportunities for improvement and increased participation.
5. Monitor and respond to comments and messages on Council social media channels in line with agreed protocols.
6. Produce and distribute press releases, newsletters and promotional content and advise on the development and application of Council branding, ensuring that public-facing documentation, reports and marketing materials are consistent with agreed standards.
7. Support the Town Clerk and Deputy Town Clerk in defining branding rules including guidance on use by event organisers, contractors and other stakeholders.
8. Act as the primary press liaison, maintaining positive media relationships and coordinating responses.
9. In consultation with the Town Clerk and Deputy Town Clerk, support informed decision-making and community engagement by preparing and circulating regular concise and timely updates to councillors covering upcoming events, engagement activities, consultations and significant local issues as well as relevant updates from BCP Council and other key partners.

#### Destination Marketing Website

10. Oversee and grow the Christchurch Destination Marketing website and social media presence, ensuring high-quality content and SEO optimisation.
11. Promote visits to the Destination Marketing website and social media channels, developing strategies to increase traffic and engagement and monitoring expenditure and income from advertising.
12. Promote business sign-up and advertising opportunities on the Destination Marketing platform to support revenue generation.
13. Line manage the Marketing Assistant ensuring effective delivery of tasks and professional development.

#### Community Engagement & Stakeholder Management

14. Assist in developing and implementing community engagement and stakeholder management strategies.
15. Support the Town Clerk and Deputy Town Clerk with complaints handling and management in line with Council policy.
16. In collaboration with other officers and nominated councillor representatives, build and maintain positive relationships with community groups, voluntary organisations and partners.
17. In collaboration with other officers, lead or support youth engagement and community safety projects and initiatives.
18. Support councillors in engaging with residents including ward surgeries and local events.
19. In collaboration with other officers, coordinate and support public engagement activities such as consultations, surveys and community meetings, ensuring timely and accurate feedback from these activities is captured to inform decision-making and

policy development.

### Events

20. Plan and deliver CTC-run events including marketing, logistics and evaluation, liaising with third party event service providers, community groups and other stakeholders as appropriate.
21. Liaise with BCP Council regarding third-party events on CTC land.
22. Assist with development, implementation and ongoing review and update of the Council's Events Strategy and annual programme of events.
23. Ensure all events comply with relevant legislation and statutory requirements, including health and safety regulations, risk assessments, safeguarding, and emerging standards such as the Terrorism (Protection of Premises) Act 2025 ("Martyn's Law"). Maintain up-to-date knowledge of legal obligations and best practice for public events.

### Additional Duties

24. Support the Deputy Town Clerk in preparing relevant reports for committees and Full Council as required.
25. Attend meetings and events in the evenings and occasionally at weekends as required.
26. Undertake additional projects or responsibilities as directed by the Town Clerk or Deputy Town Clerk, consistent with the general scope of the post.

## **Person Specification**

	<b>Essential</b>	<b>Desirable</b>
<b>Education and Qualifications</b>	Degree-level qualification in communications, public relations, marketing or community development OR equivalent experience.  Evidence of continuing professional development.	Relevant professional qualification (such as CIPR, CIM) or training in Local Government communications / engagement.
<b>Experience</b>	Developing and delivering multi-channel communications strategies.  Managing websites, social media and email newsletters including content creation and scheduling.  Producing press releases and acting as press liaison.  Advising on branding and ensuring consistency across public-facing materials.  Community engagement and stakeholder liaison including consultations and public meetings.  Planning and delivering events including liaising with third party	Local Government or public sector experience.  Destination marketing or tourism promotion.  Revenue generation through advertising or sponsorship.  Defining branding standards and managing external use of branding.  Handling complaints in line with policy.

	Essential	Desirable
	<p>providers and partners.</p> <p>Line management of staff or volunteers.</p>	
<b>Skills and Knowledge</b>	<p>Firm understanding of community development and stakeholder management.</p> <p>Familiar with best practice in communications, branding and engagement including:</p> <ul style="list-style-type: none"> <li>• GDPR and data protection in communications.</li> <li>• Equality, diversity and inclusion principles in engagement.</li> </ul> <p>Excellent written and verbal communication skills including copywriting and editing for diverse audiences.</p> <p>Strong digital skills (CMS, social media platforms, email marketing tools).</p> <p>Ability to analyse engagement data digital analytics (e.g. website, social media and email campaigns) and interpret feedback to inform future communications and engagement strategies.</p> <p>Ability to manage multiple projects and meet deadlines.</p> <p>Strong interpersonal and stakeholder management skills.</p> <p>Understanding of legal and regulatory requirements for public events, including health and safety, risk management, and counter-terrorism measures (e.g. the Terrorism (Protection of Premises) Act 2025, commonly known as Martyn's Law).</p> <p>Ability to apply legislation and best practice to ensure compliance and safe delivery of events including preparing risk assessments and safeguarding measures.</p>	<p>Knowledge of Christchurch's local community and stakeholder landscape.</p> <p>Understanding of Local Government structures and decision-making processes.</p> <p>Knowledge of branding, design and campaign planning.</p>

	Essential	Desirable
<b>Personal attributes</b>	<p>A flexible and proactive approach to work with the ability to attend evening and occasional weekend meetings or events where necessary.</p> <p>Self-motivated, dependable and professional with the ability to work independently within a structured role and collaborate effectively with colleagues.</p> <p>Strong interpersonal skills and confidence in engaging with officers, councillors community groups and other external stakeholders.</p> <p>Understands the importance of public service and is committed to delivering outcomes that benefit the local community.</p> <p>Maintains composure and effectiveness under pressure, including when dealing with tight deadlines, unexpected issues or conflicting demands.</p> <p>Commitment to continuous professional development and willingness to undertake relevant training.</p>	
<b>Other Requirements</b>	<p>Holds a valid UK driving licence and has access to a vehicle insured for business use.</p>	