

Context Statement for Senior Comms Officer, Weymouth 2040

This role provides dedicated support to the Weymouth 2040 programme, reporting to the Strategic Communications and External Affairs Manager, helping to deliver high-impact communications and engagement activity that underpins Dorset Council's Economic Growth strategy 2025–2040.

Working as part of the council's Communications and Marketing team, the postholder will contribute to the development and delivery of compelling content and stakeholder engagement that promote Dorset's ambitions for clean, inclusive and sustainable growth.

This role plays an important enabling function in building strong relationships with internal teams, partners and stakeholders, supporting the coordination of activity across major programmes such as Energising Dorset and the regeneration of Weymouth. It will assist in translating complex policy and investment priorities into clear, accessible messaging for a range of audiences, including residents, businesses, partners, investors and government.

With a focus on delivery, coordination and insight, the postholder will help ensure communications are well planned, evidence-led and aligned to the council's strategic objectives and values. This includes supporting media and digital activity, stakeholder mapping, content creation and evaluation, as well as maintaining consistency of messaging and brand.

By providing proactive and high-quality support, the role contributes to strengthening Dorset's reputation, building confidence among stakeholders, and ensuring the council's economic growth ambitions are effectively communicated, understood and supported.

Engagement with stakeholders and building relationships with local communities feature strongly in this role. The post holder will support a structured, inclusive and responsive approach to communication around Weymouth 2040, ensuring people feel informed, heard and involved.

Key duties include:

- **Delivery of place narrative and branding**
Contributing to the delivery and implementation of a compelling identity for Weymouth as part of Dorset's wider growth story, ensuring alignment with economic growth and place-shaping objectives.
- **Gathering insight and monitoring sentiment**
Supporting evaluation, feedback collection and horizon scanning to ensure communications remain relevant, responsive and effective as Weymouth 2040 evolves.
- **Ensuring consistent, high-quality delivery**
Working across communications disciplines (media, digital, content, campaigns) to ensure activity is joined up, on brand, and aligned with council priorities.
- **Creating clear, accessible communications**
Producing digital and traditional content that explains projects, timelines and benefits in plain language, making complex regeneration plans easy for residents to understand.



- **Supporting public engagement activity**
Helping promote consultations, public events, workshops and drop-in sessions, enabling communities to learn about and influence proposals.
- **Amplifying community voices**
Gathering feedback through surveys, social media, events and stakeholder interactions, and ensuring these insights inform ongoing communications and decision-making.
- **Work with local networks and groups**
Build relationships with community organisations, resident groups and local partners to share information, encourage participation and reach diverse audiences.
- **Using digital and traditional channels effectively**
Supporting engagement through a mix of platforms - social media, newsletters, local media and local community groups and venues to ensure broad and inclusive reach.
- **Responding to concerns and building trust**
Helping to address questions, misconceptions or sensitivities in a timely and transparent way, supporting confidence in Dorset Council and its regeneration programmes.

Overall, the role helps ensure regeneration of Weymouth is shaped *with* the community, not just *for* it, building understanding, trust, and active participation.

