

Job Description

Job Title: Communications & Marketing Officer

Reports to: Assistant Town Clerk

Team: Town Clerk's Team

Job Purpose

The Communications & Marketing Officer will publicise the Town Council services, events (civic, community and business) and raise the general public profile of the Council.

The Promotions & Marketing Officer will work with the Rufus Centre Team to market the Rufus Centre for conferencing and functions and increase profits within agreed targets set.

Main Duties & Responsibilities

Publicity/Promotions

1. Under instruction from the Assistant Town Clerk, produce the monthly Flitwick Papers for final agreement by the Town Clerk
2. Attend and present publicity updates at Corporate Services Committee meetings when required
3. Work with the Community Services Team to promote all events organised by the Town Clerk's Team
4. Manage all social media accounts (Facebook and Twitter) in line with the Publicity Strategy
5. To manage and update all websites owned by the Town Council including the main Town Council site, Rufus Centre and Discover Flitwick
6. To attend Council events when required for publicity purposes, e.g. social media promotions
7. To design promotional material including event posters, leaflets, etc.
8. Produce Press Releases for Town Council news
9. Create surveys for residents to get feedback on Council services

Marketing

1. To follow, develop and review the Marketing Plan for the Rufus Centre for business development
2. Design adverts for The Rufus Centre and negotiate advertising deals with external publications and websites
3. Attend and present marketing updates at Business Services Committee meetings when required
4. To promote all events organised by the Rufus Team e.g. Wedding Fayres/Expos
5. To work with external marketing companies when required to buy in expertise for data collection and telesales to attract customers - both under the instruction of the Assistant Town Clerk
6. Attend networking events and exhibitions as directed to market the Rufus Centre