



JOB DESCRIPTION

IT, COMMUNICATIONS & MARKETING OFFICER

Responsible to: Town Clerk
Hours: 22.5 hours per week
Grade: SCP 22 - 25

1. Job Purpose

The IT, Communications & Marketing Officer will take ownership of and manage the day-to-day deployment, operation and monitoring of all the Council's IT environment, including systems, networks and applications. The role is additionally responsible for the development and maintenance of the Town Council's social media presence, the management and introduction of IT systems, and marketing the Council's digital image for ease of engagement with the community.

2. Areas of Day-to-Day Responsibility

- IT, Communications and marketing (IT, Communications and marketing equipment, services and telephones) Communications (websites, social media, digital publications, marketing and Council branding)
- Digital systems (digital mapping, filing, apps and computers)

3. Specific Responsibilities

Communications

- 3.1 Responsibility for the Town Council's website, Facebook page and any future social media accounts. To manage and oversee the installation of all media sites, their accuracy and update.
- 3.2 Ensure that the Council meet all legal requirements for data transparency and act as point of call for all website related enquiries.
- 3.3 Information provision and support to the Senior leadership Team, Councillors and staff members as and when required.
- 3.4 Regularly report to the Task and Finish Group regarding communications including the Council's website, media, digital filing and mapping functions.

IT

- 3.5 Responsibility for the Town Council's IT systems. Manage, and oversee the installation of all IT services and systems, including digital mapping, filing, apps, computer soft/hardware.
- 3.6 Ensure that the Council meet all legal requirements for IT installation and operation and act as point of call for all IT related enquiries.
- 3.7 Management and deployment of current or new IT hardware.

Marketing

- 3.8 Assist with the publication and digital distribution of the Town Council annual report, press releases and publicity of the Town Council's activities.
- 3.9 Responsible for the overseeing of the digital branding of the Council.

General

- 3.10 To ensure that the Council's Standing Orders and Financial Regulations are correctly observed and reviewed
- 3.11 To act as the representative of the Town Council and carry out any other duties as reasonably required.
- 3.12 To attend training courses or seminars on the work and role of the IT, Communications & marketing Officer.
- 3.13 To be aware of, and work within relevant budgets for IT, Communications and marketing.

Preferable Skills

1. Canva, Meta Business, WordPress (Totton & Eling website), Wix (Eling Tide Mill website), Google Suite/Drive, Dropbox.
2. Basic knowledge of IT systems and hardware such as desktops, printers, phone systems and mobile devices.
3. Basic knowledge of Google Analytics working alongside the website management company.