

# HAYLE TOWN COUNCIL



## JOB DESCRIPTION

### **Job Title: Engagement Support Officer**

SP 13 - 17 (pro-rata)  
25 hours per week

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**Responsible to: Engagement Manager**

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#### **Main Objectives:**

The Engagement Support Officer will play a critical role in enhancing communication and engagement efforts between the Town Council, its residents and other stakeholders. This role involves implementing communication strategies, managing digital platforms, creating multimedia content and fostering community engagement. It involves a combination of administrative, communication, and event management duties aimed at supporting Hayle Town Council's goals of effective community engagement, event coordination, and enhanced public relations.

#### **Functional links with:**

Management team: Town Clerk, Deputy Clerk, Facilities and Contracts Manager, Responsible Finance Officer (RFO).

Reception and Administration Officer, all other staff of the Council, including the Library; Members of the Council; External Organisations, Members of the Public; Tenants and Allotment Holders.

#### **Duties and Responsibilities:**

- To Assist the Engagement Manager in administrating, organising, planning, and delivering various events; To Assist with civic events as directed by the Deputy Clerk, including preparation and on-the-

day support. To engage with partners, stakeholders, and community groups as part of the event planning and execution process; to Support the implementation of formal post-event reviews and procedures to ensure continuous improvement

- To ensure clear, effective internal and external communications, promoting transparency and accessibility. To promote and protect the Council's reputation and services, increasing resident/stakeholder engagement and satisfaction. To develop communication strategies in line with the Council's goals, including Councillor surgeries, e-newsletters, and annual surveys. To monitor and correct misinformation, ensuring that the Town Council's messaging is accurate, transparent and trusted by the community. To maintain an audience database, ensuring it is up to date and contact preferences are accurate. To act as a point of contact for community members, responding to inquiries and guiding them to appropriate resources
- To assist in managing and updating the Council's website to provide accurate and accessible information on services, policies, meetings and events, adhering to accessibility standards; to maintain the Council's branding across all platforms to ensure consistency and a professional image. To develop and maintain the Council's media presence and relationships, including newspapers, radio, TV, websites, and social media channels, ensuring consistency of messaging and appropriate imagery; to develop and manage social media content, ensuring consistency in messaging and appropriate use of imagery
- To produce and edit compelling written, visual and video content. To Create newsletters, promotional materials, and interactive social media campaigns to highlight and celebrate the Council's activities and services. To assist in promoting the Council's community and commercial activities, including facility hire, civic, and non-civic events. To create interactive social media content and campaigns in consultation with the Engagement Manager
- To support the coordination of public consultations and market research, gathering feedback to inform Council decisions. To provide reports and recommendations to the Management Team on improving communication and community engagement strategies

- To provide administrative and reception support, assisting with general office duties and responding to enquiries
- To assist in ensuring the Council's compliance with data management procedures, including data protection, freedom of information, and complaints handling. To support the management team in maintaining compliance with the Transparency Code and obtaining necessary permissions for imagery and materials
- To work closely with other officers, providing support where required, covering meetings, holiday periods, sickness, or other contingencies.
- To attend appropriate training courses as agreed with the Engagement Manager and Town Clerk contributing to personal development and improving Council services
- To actively and positively contribute to the appraisal process and to follow up agreed actions.
- To work at all times in accordance with the Health & Safety at Work Act 1974 and to follow all Council procedures and guidelines which assist this.
- To work at all times in accordance with the Council's Policies, especially the Dignity at Work and Equal Opportunities policies.
- To undertake such other duties as may be required and to assist the team in the absence of other staff members.

**Other:**

- The post-holder may be required to attend evening meetings and/or other events for which time off in lieu or payment will be awarded.
- The post-holder will be expected to comply, observe and promote the values and behaviours of the Council in a professional and responsible manner.
- The post-holder will maintain confidentiality of information acquired while undertaking duties for the Town Council.
- All Council employees are responsible for the implementation of the Health and Safety Policy so far as it affects them, their

colleagues and others who may be affected by their work. The post-holder is also expected to monitor the effectiveness of the health and safety arrangements and systems to promote appropriate improvements where necessary.

- There is an expectation that all employees will be committed to a programme of continuing professional development and be willing to learn new skills and keep abreast of new and improved methods of working, for the benefit of the people of Hayle and the Town Council.

NB This job description is intended to give the applicant/post-holder an appreciation of the role and the range of duties and responsibilities to be undertaken. It does not attempt to cover every activity. Specific tasks and objectives will be agreed with the post-holder at regular intervals. The post-holder will be required, at all times, to perform any other reasonable tasks as requested by the Council in order to meet its operational needs.

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**Signed by Post Holder**

Signed:..... Date.....