

Sevenoaks Town Council Community Engagement Manager Vacancy

Sevenoaks Town Council has the aim to make Sevenoaks the best possible place to live, work and visit.

The Town Council is now recruiting for the new post of Community Engagement Manager to help to achieve this aim.

We are looking for someone with marketing and community engagement experience. A self-motivated individual who is organised, understands digital marketing, has event management experience, someone who has excellent interpersonal skills, can work collaboratively with colleagues, strategize new campaigns and still happy to undertake routine tasks.

If this is you, and you want to work somewhere that has no day the same take a look at this opportunity and the information attached.

We look forward to receiving your application.

Application Process

Closing date 19th February 2024
Interview date 29th February 2024

Interview to include applicants providing a 5-minute presentation relating to ideas for raising Sevenoaks Town Council's profile including promotion and marketing of its activities and functions, encouraging future engagement with the community, and providing evaluation of this.

Linda Larter MBE
Chief Executive / Town Clerk
18th January 2024

Town Council Offices
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Sevenoaks Kent TN13 3QG

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email: council@sevenoakstown.gov.uk
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Town Clerk

Sevenoaks Town Council

JOB SPECIFICATION

Post: Community Engagement Manager

Line Manager: Chief Executive / Town Clerk

Main Purpose of the Role:

The main purpose of the role is to lead on marketing campaigns and all facets of marketing and communication of Sevenoaks Town Council's activities to the wider community and encouraging engagement where appropriate and to assist in maximising the Town Council's income from its operations. The role includes the development of policies and community engagement in service delivery. The post holder will be expected to work both strategically and operationally.

- To lead on marketing campaigns, public consultations, community events and promote the Town Council and its facilities at every opportunity and to proactively seek out opportunities including events to do this.
- To create and manage a Marketing Strategy for Sevenoaks Town Council.
- To develop, maintain and monitor a Communications Strategy for the Town Council, ensuring effective evaluation mechanisms are in place.
- To develop and maintain a Branding concept for Sevenoaks Town Council to enable the local community to be more aware of the work that the Town Council does and a unified presentation of the Town Council to the local community and other organisations.
- Ensure that the highest standards of accuracy and probity apply when adding or removing items on the Council media. Report matters where digital media has been infiltrated, damaged or inappropriate comments have been posted.

Main Duties:

- i) To oversee the management of all Sevenoaks Town Council's websites. Ensure all Council's website and apps conform with the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018.

- ii) To oversee the management of all Sevenoaks Town Council's Social Media.
- iii) To oversee and in conjunction with colleagues organising Events, Launches, Openings, Exhibitions and Photo Calls.
- iv) To produce the quarterly Town Crier (including enhancing digital offer)
- v) To produce and or commission designs for promotional material that meets the target audience needs.
- vi) Promote, encourage, and assist with Volunteering roles within the Town Council activities.
- vii) Seeking sponsors for events and community facilities. Ensuring all advertising, sponsorship and promotional activity complies with relevant legislation, policies, and procedures.
- viii) Generating and maintaining relationships with media, important customers, and local businesses alongside colleagues e.g., Town Team Facilitator.
- ix) Be available to show potential customers around facilities.
- x) First point of call for Marketing opportunities across all areas of Sevenoaks Town Council.
- xi) To assist with Civic functions.
- xii) Prepare written reports and attend relevant Council meetings when necessary.
- xiii) To answer press queries and support press initiatives in conjunction with the CEO / Town Clerk.
- xiv) Carry out analytical surveys, research, and consultation in order to understand local community needs better and to present timely and convincing evidence to other organisations
- xv) To inform local debate and create a greater understanding of what the Council can and cannot do through making decisions of the Council and its operation to the public by reporting on committee decisions both internally and externally where relevant.

- xvi) To promote Sevenoaks Town Council's profile in the local government sector and beyond.
- xvii) The position will be within Sevenoaks Town Council's main office and there will be an expectation to assist with general administration matters and answering public queries as and when they arrive either by telephone or in person.
- xviii) To undertake any other duties which may be reasonably allocated by the CEO / Town Clerk related to Sevenoaks Town Council activities if required.

Health and Safety, GDPR, Sevenoaks Town Council's Values

You are required to familiarise yourself with all relevant Health and Safety and GDPR regulations, legislation and policies applying to or made by the Town Council and ensure that you comply with and ensure others comply with these as required. In addition, you should familiarise yourself with Sevenoaks Town Council's Values.

Person Specification:

- Substantial experience and or professional qualification in Marketing and or Community Engagement
- Ability to explain orally or in writing, complex and potentially contentious information to members of the public and press.
- Experience and confident in running events and public engagement
- Motivational team player and leader who can take control when necessary but let others lead in appropriate situations.
- Ability to act as a trouble shooter, arbitrator, problem solver and crisis handler.
- Self-motivated and innovative.
- Willingness to work flexibly and attend meetings and events outside of regular office hours as required.
- Have or willing to obtain First Aider Qualification
- Driving Licence preferable

Main Terms & Conditions:

Full time post, flexible hours & TOIL to accommodate events, etc

Based in Town Council Offices (not WFH)

£32,000 Per annum (Pay Review 1st April 2024)

23 days annual leave

Employer Contribution Pension

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