



## **PUBLIC RELATIONS OFFICER Job Description**

### **REPORTS TO: MEETINGS & PROJECTS OFFICER**

### **MAIN PURPOSE OF POST**

The role will form part of the Civic & Marketing team. It will provide public relation support and assist all members of the PTC team on various projects depending on priority, with particular focus as set out below:-

- Website management
- Social media platforms management
- Advertising and promotion.
- Producing materials; newsletters, posters etc.
- Modernising Council's digital engagement with residents and others.
- Developing a coherent and concise marketing and communication strategy.
- Promote and maximise income opportunities through advertising, filming, and sponsorship.

### **DUTIES AND RESPONSIBILITIES**

- Proactively manage ongoing information & marketing campaigns and the creation and implementation of new ones
- Proactively create information collateral / promotional items e.g., posters, graphs, charts, presentations
- Develop PTC's use of video by creating, editing and publishing engaging video content
- Enhance PTC's filming opportunities in the town and act as first point of contact for filming enquiries.
- Support the Office team in organising on and off-line communications for various projects /events / communication and news
- When required, conduct market research, surveys, questionnaires, and compile into a report for Committee to receive.
- Create digital content and, once approved by a manager, post online to the PTC website and social media channels, including updates for the Mayor.
- Write information & marketing literature in line with brand guidelines, marketing & communications strategy (brochures, press releases etc). Provide copies to the Information & Community Facilities Officer and Grounds Team, ensuring all posters and banners are updated regularly.
- Create and maintain PTC's Events Calendar and 'What's on' information.
- Create the monthly E-News and Peacehaven Directory content, and any other external materials (e.g. local newspapers and press releases).

- To assist in evaluating the effectiveness of internal and external communications and engagement on a regular basis, ensuring the methods are appropriate for keeping customers and colleagues up to date and engaged.
- Promote and demonstrate adherence to PTC's corporate equality standards.
- Manage, maintain, and update the PTC website, working closely with external agencies.
- Liaise with external organisations and charities to build relationships, provide content for PTC and information to the public.
- Share PTC's commitment to safeguarding and promoting the welfare of children, young people and adults at risk as outlined in PTC's Safeguarding policies.
- Manage marketing of all mayoral events.
- Attendance at PTC and Mayoral events as well as some Committee meetings where relevant, including Peacehaven Chambers, Task and Finish Groups and external meetings.
- Create, with support of other Officers, press releases about PTC events, Civic news, and successes.
- Undertake mandatory training as required for your role, identify and bring to the attention of your line manager other training that may be of benefit.
- Give support to the staffing team on events and projects when possible and undertake any other reasonable task agreed with the Meetings & Projects Officer

The duties will be set out in the Job Description, but please note that the Council reserves the right to update your Job Description from time to time to reflect changes in, or to, your job. You will be consulted about any proposed changes. Significant permanent changes in duties and responsibilities will require revisions to be made to this Job Description.