

## **JOB DESCRIPTION**

- Job Title:** Communications Officer
- Hours of Work:** 30 hours a week. The days of week worked to be decided in discussion with the appointed Officer. Hours may be increased above 30 hpw.
- Responsible to:** Town Clerk
- Salary:** Grade 3, SCP 14-17
- Responsible for:** To actively promote the work of the Town Council, helping to implement the Council's community engagement, engaging with stakeholders, residents and businesses.

### **Job Purpose**

1. Responsibility for the preparation and implementation of communications strategies and policies.
2. Work with the community and stakeholders (eg Outside Bodies and Voluntary, Community, Social Enterprise (VCSE)).
3. To develop the Council's community engagement, thereby engendering a mutual relationship that work for the benefit of Honiton.
4. To communicate effectively the Council's messages to the wider community.

### **Key Activities**

1. To complete and keep up to date/revise the Council's communications policies.
2. To work, communicate with and develop the Council relationship with Honiton's residents and its wider community, including VCSE/volunteers, businesses, shops, community groups, visitors, tourists and Outside Bodies.
3. To research ways of communicating and to lead on development of a communications strategy. To develop methods of communicating which will enable the Council to engage effectively with all stakeholders.
4. To procure and contribute to the design (look/feel) of a new compliant, informative and engaging website.
5. Keeping the website and social media up to date.
6. To develop a model of local engagement, in order to engender a better response, including working with other local and upper tier councils.

7. Helping to promote the Towns Events.
8. Managing the Council's social media accounts. Implementing the Council's social media activity differently focused on Facebook, making more engaging, increasing the number of views and reach, engendering more interest (and possibly introducing Council responses).
9. Using communications to obtain responses from the local community on issues that affect them.
10. Writing, design and posting/distributing social media, Press Releases, Annual Report, Strategic Plans, Newsletters, Surgeries, Event posters etc.
11. Communicating HTC's Priority Projects and updating residents and stakeholders on the Priority Projects and their progress.
12. To be the principle contact and develop and maintain productive working relationships with all elements of the media.
13. To use a range of techniques to engage with stakeholders on matters of local and strategic importance.
14. Developing and publishing or contributing to a What's On guide and Business Directory.
15. Encouraging more attendance by the public at various Council meetings, surgeries and Events, Annual Town Meeting and a significant increase in their response to Council surveys.
16. To undertake all administration duties connected with the role.
17. To attend meetings of Committees and produce reports as required.
18. To contribute to Town Clerk's reports for the Council and partners.
19. To attend meetings with partners as required relating to communications.
20. To comply with the Council's Governance and Policies.
21. To help identify and undertake necessary training as identified by the Town Clerk from time to time.
22. Carry out any other relevant activities, commensurate with the post, in negotiation with the Town Clerk.

## Person Description

The post holder should be organised and able to deal with Councillors and the public in a professional manner. They should be a good team player and work closely with Council staff with Members of Town Council. Desirable specific skills include:

### Essential

1. Experience in the role of Communications Officer.
2. Excellent interpersonal skills, with the ability to develop good working relationships both within and outside the organization and enhance the image of the Council.
3. Ability to write comprehensible and engaging documents.
4. Excellent verbal and written communication skills to ensure good communications with Councillors and the public
5. Ability to use basic computer applications such as Microsoft Office applications such as Word, Excel and Canva.
6. Significant experience of using social media in a corporate environment and of managing/operating a website.
7. The ability to produce attractive and engaging publicity material.
8. Ability to work with and accept constructive comments.

### Desirable

1. Educated to GCSE standard in English and Maths or equivalent.
2. A strong commitment to customer care. Makes every effort to meet the needs and to exceed the expectations of customers
3. Ability to remain calm under pressure and when responding to the demands of "difficult" circumstances, all the time being pleasant and helpful enhancing the image the Council
4. Accepts responsibility for their own work activities, behaviour and personal development
5. Ability to communicate honestly, openly and clearly.
6. Ability to work alone as well as part of a team.
7. Ability to maintain accurate records; good filing skills.
8. Awareness of Financial management skills and experience
9. An understanding of business methods and commercial practice.
10. An understanding of current issues in local government
11. Willingness to work non-standard hours when necessary
12. Commitment to equal opportunities and to comply with the Council's Governance and Policies.

Post Applied for:

Post Number:

# Honiton Town Council Council Job Application Form

Closing Date:

Interview Date:

Please complete this form fully using black ink or type. C.V's are only accepted when submitted with the completed application. Applications received after the closing date will not normally be considered.

**THE INFORMATION YOU SUPPLY ON THIS FORM WILL BE TREATED IN CONFIDENCE.**

## Section 1 Personal details

Last Name:

First Name:

Address:

Postcode:

Home Telephone N<sup>o</sup>:

National Insurance N<sup>o</sup>: 

Letters		Numbers								Letter

Daytime Telephone N<sup>o</sup>:

Mobile Telephone N<sup>o</sup>:

E-mail address:

Can we contact you at work?    Yes     No

Are you free to remain and take up employment in the UK with no current immigration restrictions?    Yes     No

**Driving Licence**  
Do you hold a full, clean driving licence valid in the UK?    Yes     No

**If you are successful you will be required to provide relevant evidence of the above details prior to your appointment.**

## Section 2 Present Employment

**Present or Last Employment** (If unemployed give details of last employer)

**Name of Employer:**

**Address:**

  
  

**Postcode:**

**Post Title:**

**Date of Appointment:**

**Salary:**

**Department / Section:**

**Brief description of duties:**

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Continue on a separate sheet if necessary

**Period of Notice:**

**Last day of service**  
(if no longer employed):

**Reason for leaving**  
(if no longer employed):

## Section 3 Previous Employment

**Previous Employment** (most recent employer first). Please cover the last 10 years and state nature of business - if not public sector

Name of Employer:

Address:

Postcode

Position Held:

Summary of duties:

Reason for leaving:

Name of Employer:

Address:

Postcode

Position Held:

Summary of duties:

Reason for leaving:

Name of Employer:

Address:

Postcode

Position Held:

Summary of duties:

Reason for leaving:

Continue on a separate sheet if necessary

## Section 4 Education

Qualifications obtained from Schools, Colleges and Universities. Please list highest qualification first:

College or University	Course	Qualifications and grades obtained
School	Subjects	Qualifications and grades obtained

Continue on a separate sheet if necessary

## Professional, or Technical Qualifications

Please give details:

Professional/Technical/Qualifications	Course Details
<b>Membership of any Professional / Technical Associations- Please state level of Membership:</b>	

Continue on a separate sheet if necessary

## Section 5 Training and Development

Please give details of any training and development courses or non-qualifications courses which support your application. Include any on the job training as well as formal courses.

Title of Training Programme or Course	Duration of Course

Continue on a separate sheet if necessary

## Section 6 Personal Statement

**Abilities, skills, knowledge and experience.**

Please use this section to explain in detail how you meet the requirements of the Person and Job Specifications. If you are or have been involved in voluntary/unpaid activities, please also include this information. Attach and label any additional sheets used.

Continue on a separate sheet if necessary

## Section 7 Rehabilitation of Offenders Act (1974)

Do you have any convictions that are unspent under the rehabilitation of offenders' act 1974? Yes  No

If yes, please give details / dates of offence(s) and sentence:

## Section 8 Disability Discrimination Act

This Act protects people with disabilities from unlawful discrimination. We actively encourage applications from people with disabilities. The Disability Discrimination Act defines a disabled person as someone who has a physical or mental impairment which has a substantial and adverse long term effect on his or her ability to carry out normal day to day activities.

Do you have a disability which is relevant to your application? Yes  No

If yes, please give details:

We will try to provide access, equipment or other practical support to ensure that people with disabilities can compete on equal terms with non-disabled people.

Do we need to make any specific arrangements in order for you to attend the interview? Yes  No

If yes, please give details:

## Section 9 References

Please give the names and addresses of your two most recent employers (if applicable). If you are unable to do this, please clearly outline who your references are.

Reference 1		Reference 2	
Name:	<input type="text"/>	Name:	<input type="text"/>
Position (job title):	<input type="text"/>	Position (job title):	<input type="text"/>
Work Relationship:	<input type="text"/>	Work Relationship:	<input type="text"/>
Organisation:	<input type="text"/>	Organisation:	<input type="text"/>
Address:	<input type="text"/>	Address:	<input type="text"/>
	<input type="text"/>		<input type="text"/>
	<input type="text"/>		<input type="text"/>
	Postcode <input type="text"/>		Postcode <input type="text"/>
Telephone N°:	<input type="text"/>	Telephone N°:	<input type="text"/>
E-mail:	<input type="text"/>	E-mail:	<input type="text"/>

Are you willing for this referee to be approached prior to the interview? Yes  No

Are you willing for this referee to be approached prior to the interview? Yes  No

Working days absent or sick in the previous 12 months: \_\_\_\_\_

Please give reasons \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Section 10 Recruitment Monitoring Form

This sheet will be separated from your application form upon receipt and does not form part of the selection process. It will be retained by the Human Resources purely for monitoring purposes.

Application for the post of:

To help us ensure that our Equal Opportunities Policy is fully and fairly implemented (and for no other reason) please COMPLETE THIS SECTION OF THE APPLICATION FORM.

### What is your Ethnic Group?

Choose ONE section from A to E, and then tick the appropriate box to indicate your cultural background.

#### A. White

White UK

Irish

White non-UK

Any other White background  
(please give details):

#### D. Black or Black British

Black Caribbean

Black African

Any other Black background  
(please give details):

#### B. Mixed

White & Black Caribbean

White & Black African

White & Asian

Any other Mixed background  
(please give details):

#### E. Chinese or other ethnic group

Chinese

Vietnamese

Any other ethnic background  
(please give details):

#### C. Asian or Asian British

Indian

Pakistani

Bangladeshi

Any other Asian background  
(please give details):

F. I do not wish to provide this information

## Section 10 Recruitment Monitoring Form (cont.)

### Gender

Male

Female

### Date of Birth:

### Disability:

Disability is defined as "physical or mental impairment, which has a substantial and long term adverse effect on a person's ability to carry out normal day to day activities".

Do you consider yourself disabled?

Yes

No

If yes, please give details:

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### Media

Please state where you saw this post advertised

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## Section 11 Declaration

### A. Relatives/Other Interests

Any candidate who directly or indirectly canvasses a Councillor will be disqualified from consideration for the job. The Council does not bind itself to appoint any applicant.

Are you related to or do you have a close personal relationship with a Councillor(s) of Honiton Town Council

Yes

No

If yes, specify name(s), position(s) and relationship(s)

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If appointed, do you have any interests or hold any appointments that may conflict with employment by the Council in the role for which you have applied?

If yes, please detail on a separate sheet.

Yes

No

### B. Statement to be Signed by the Applicant

The Council is committed to an anti-fraud culture and participates in statutory anti-fraud initiatives.

Please complete the following declaration and sign it in the appropriate place below. If this declaration is not completed and signed, your application will not be considered.

I acknowledge that the Council is under a duty to protect the public funds it administers and to this end I agree it may use information provided on this form for prevention and detection of crime and it may share this information with other bodies solely for these purposes. I hereby give consent to such collection, storage and processing of my personal data and I agree that the information given on this form may be used for data registration purposes.

I hereby certify that:

- all the information given by me on this form is correct to the best of my knowledge
- all questions relating to me have been accurately and fully answered
- I possess all the qualifications which I claim to hold
- I have read and, if appointed, am prepared to accept the conditions set out in the conditions of employment and the job description.

Signed:

Date:

Unfortunately, applicants who do not hear from Honiton Town Council must conclude that their application has been unsuccessful on this occasion. Thank you for your interest in this post. If you would like to know if we have received your application form please enclose a stamped addressed post card.

Honiton Town Council undertakes that it will treat any personal information (that is data from which you can be identified, such as your name, address, e-mail address etc.) that you provide to us, or that we obtain from you, in accordance with the requirements of the Data Protection Act 1998.

## RETURNING THIS FORM



**By Hand or Post:**

Mr Stephen Hill  
Honiton Town Council,  
The Beehive,  
Dowell Street,  
Honiton, Devon, EX14 1LZ

**By email: (application to be signed at interview)**

[clerk@honiton.gov.uk](mailto:clerk@honiton.gov.uk)

or

[towncouncil@honiton.gov.uk](mailto:towncouncil@honiton.gov.uk)