

**Congleton Town Council
Role Profile**

Job Title:	Deputy Chief Officer & Communities and Marketing Manager	Date:	September 2024
Reporting Line:	Chief Officer	Job Level:	
Hours	Full time	Considerations	

JOB PURPOSE

To be responsible for the Town Council’s Marketing Strategy, Communications, Campaigns and Community Engagement team and activities. To promote Congleton as a great place to live, work, visit and do business. To promote the Town Council’s activities and services. To lead on campaigns for the Town Council including those around the Climate Change Emergency, Integrated Transport and Health & Wellbeing. To support the role of the Chief Officer and deputise when requested.

KEY RESPONSIBILITIES

- Strategic lead for ensuring that CTC’s brand, communications, marketing, campaigns, events and messages are appropriate and delivered on time and to budget
- Develop the CTC brand, marketing strategies/plans, and communication messages to improve community engagement, enhance the experiences of those living and working in Congleton and increase the uptake of the Town Council’s services – especially the usage of the Town Hall
- Overall ownership of the communications calendar and customer-centric campaigns and materials in all channels, including the CTC website, newsletters, social media, posters, leaflets, radio, online and offline advertising and public relation
- Act as Lead Officer for the Community & Environment Committee of the Town Council and liaise with the Working Groups that report to this committee
- Take responsibility for building positive, sustainable relationships with community groups and organisations across Congleton. To lead, manage and motivate the team responsible for marketing, communications, promotions, events, town centre and campaigns and civic functions
- Take responsibility for ensuring the service level agreements with community groups and organisations are met
- To deliver projects aimed at meeting the Town Council’s ambitious targets in relation to reducing its environmental footprint, increasing active travel, reducing crime, driving equality of access/opportunity and improving the health and wellbeing of the community
- To deliver a strong programme of events and promotions to engage all sectors of the Congleton community

- Work with the Chief Officer on projects to regenerate the town and deliver the strategic actions identified in the Town Council’s business plan or through committees
- Ensure that the Town Council is GDPR compliant as the Data Protection Officer
- Ensure the Council adheres to all its constitutional policies and appropriate local government law

DIMENSIONS

Internal

- Responsible for:
 - Town Centre and Events Officer
 - Marketing and Communications Officer
 - Partnership Officer
 - Marketing and Administration Assistant
- Member of Management Team and Deputy Chief Officer
- Liaison with Members and Officers
- Required to attend occasional evening meetings
- Flexible hours to support town-wide events – this will include the occasional evening and weekend work

External

- Overseeing Service Level Agreements with Congleton Community Projects, Cheshire Police, CCTV, Congleton Partnership
- Liaison with other Local Authorities and Cheshire East Officers
- Contact with contractors, suppliers and service providers

KNOWLEDGE, SKILLS AND EXPERIENCE

Essential Skills:

- Excellent interpersonal communication skills
- Management Qualification or experience
- Extensive marketing or communications knowledge, including using digital channels
- Public Relations, developing and delivering communications campaigns
- Line Management and coaching

Key Skills:

- Project Management and organisation skills
- Understanding of Local Government – CILCA qualified desirable

Experience:

- Understanding of what creates great marketing and communications materials
- Experience of building and maintaining good working relationships with elected members and staff
- Ability to contribute effectively and collaboratively to the corporate management team
- Ability to prioritise workload, meet tight deadlines and work under pressure

Knowledge:

- Degree or qualified with equivalent practical experience
- CiLCA qualification desirable and understanding of Local Government
- Marketing qualification

Personal Style:

- Confident to represent the Town Council
- Professional and flexible approach and attitude
- Ability to understand, demonstrate and apply Local Government values: Selflessness, Integrity, Objectivity, Accountability, Openness, Honesty, Leadership.