



Chichester City Council

JOB DESCRIPTION

Post Title: Communications and Civic Support Officer

Reporting to: Council Services and Support Manager

Pay Scale SCP 19 (£29,777) to 23 (£32,076)

Job Purpose(s)

1. To assist in delivering the aims and objectives of the Council Communications Strategy.
2. To provide marketing, communications and PR services, raising the profile of Chichester City Council, its role, services and events across multiple media channels.
3. Co-ordinate CCC's digital channels, traditional marketing and PR activity.
4. Develop proactive marketing campaigns, deliver public consultations and develop community engagement activities.
5. To maximise rental income at the Council House via targeted marketing campaigns, employing a range of tools across multiple media platforms and channels.
6. To communicate grant opportunities to charities and communities across Chichester.
7. To promote awareness of the various Council Meetings to increase public interaction.
8. To undertake administrative and secretarial duties in support of the activities of the Mayor, Town Clerk, the City Council and City Council Committees.
9. Liaise with other staff as necessary to ensure smooth administration of the Council's affairs.
10. Assist with organisation and running of City Council Civic and Mayoral events, before during and after they have taken place.
11. To provide a comprehensive marketing and PR communications service including
 - a) Raise the profile of the Council, connecting with the public across social media platforms by maintaining and delivering a schedule of planned posts.
 - b) Communicate effectively with residents and businesses by generating creative, high-impact and targeted marketing and PR campaigns to publicise the work of the City Council.
 - c) Create and deliver regular, structured campaigns with modern content creation in line with the Council Communications Strategy.
 - d) Promote wedding packages at the Council House including photography, wedding fairs, couples meet and greets, social media reels and recordings across social media platforms.

- e) Update the wedding website and blog weekly and keep the site at the top of the search engine rankings.
 - f) Promote the Council House for corporate events around Chichester to maximise income and bookings. This will include reaching out to local businesses via print, digital and calls.
 - g) Use skills such as professional photography, video, reels, website design, social media campaigns, design and print to prepare marketing materials and collateral.
 - h) To keep an organised bank of images and ideas for future communications to keep the profile of the Council modern and up to date.
 - i) To respond to press enquiries and queries in line with the City Council Media Policy.
12. To provide a comprehensive secretarial service to the Mayor including, but not limited to, for example:
- a) dealing with the Mayor's incoming/outgoing post, telephone calls and emails
 - b) liaising with organisations regarding Mayoral memberships, visits, and appointments
 - c) maintaining the Mayoral diary and preparation and distribution of a weekly programme
 - d) liaising with the media in the promotion of Mayoral activities, e.g. press releases photo-shoots, television/radio coverage.
 - e) maintaining a Mayoral "Scrap Book" of publicity for archive purposes
 - f) organising/assisting with Mayoral/Civic/Commercial events that may involve out-of-hours and weekend working, Mayoral Receptions, Remembrance Sunday, Civic Awards
 - g) liaising with the Lord Lieutenant's Office, Chairmen of West Sussex County Council and Chichester District Council together with other organisations (ie: Twinning) on Mayoral matters of protocol
 - h) attendance at Civic Officers training conferences/workshops
 - i) raising purchase orders in relation to Mayoral activities within budget constraints
 - j) dealing with members of the public enquiries, appointments to see the mayor, and ensuring effective diary management.
 - k) organisation of Civic gifts in relation to Mayoral overseas visits and the maintenance of the Civic Gifts register, as and when required.
 - l) arrangement of overseas travel for Mayor and or Councillors as and when required.
 - m) overseeing and updating supplies located in the Mayor's Parlour (ie: refreshments etc)
 - n) liaising with the organisers of Mayoral Charity events and assisting where necessary with the Mayor's Charity of the day. This may involve flexible working covering evenings and weekends.

13. To provide administrative support to the Community Affairs and Planning and Conservation Committees, Personnel Sub-Committee and Council Sub-Committees and Working Groups as required.
14. To assist the Council Services and Support Manager with the administration of the Full Council meetings as required.
 - a) production of agendas and minutes for, and attendance at, the Community Affairs and Planning and Conservation Committees, Personnel Sub-Committee and Council Sub-Committees and Working Groups as required. This may involve flexible working covering evenings and weekends.
 - b) In conjunction with the Council Services and Support Manager record all actions arising from meeting decisions and ensure their scheduling and/or allocation to appropriate internal or external resources.
 - c) Assist the Council Services and Support Manager with organising the selection of committees, sub-committee and outside representatives and maintaining up-to-date records of these appointments.
 - d) To assist the Council Services and Support Manager with the production of the annual meeting calendar and regular event scheduling.
 - e) To maintain high standards of work and performance, with a keen eye for detail.
 - f) To communicate effectively with the community, councillors, staff, and other stakeholders to ensure clarity and transparency.
 - g) To work flexibly and assist the Council team in delivering an effective support service.
 - h) To assist with other project and events and perform such other duties as the Council may require from time to time.
15. To provide a secretarial service to the Town Clerk when required.