



SHAVINGTON CUM GRESTY

Shavington-cum-Gresty Parish Council
Main Rd, Shavington, Crewe, CW2 5DP

Job Title: Communication Officer (Part-Time)

Organisation: Shavington-cum-Gresty Parish Council

Job Type: Part-Time (16 hours per week)

Reporting to: Parish Clerk

Salary: SCP 18 (FTE)

Location: Shavington-cum-Gresty Parish Council Office and Remote/Home-based

About Shavington-cum-Gresty Parish Council:

Located in Cheshire East. Shavington-cum-Gresty Parish Council is dedicated to fostering a vibrant and engaged community. We prioritise transparency, inclusivity, and effective communication in all our endeavours.

Job Overview:

We are seeking a motivated and organised individual to join our team as a part-time Communication Officer. The successful candidate will play a crucial role in facilitating communication between the Parish Council and the community, ensuring transparency, promoting engagement, and mastering the art of storytelling.

Responsibilities:

1. Content Creation and Quarterly Newsletter:

- Develop engaging content for various communication channels, including newsletters, social media, and the council's website.
- Craft compelling stories that resonate with the community for inclusion in the Parish Council's quarterly newsletter or other Parish Council's publications

2. Social Media Management:

- Maintain and update social media accounts to promote council activities, events, and news.
- Utilise storytelling techniques to share narratives and foster community connections on social media platforms.

3. Website Management and Branding:

- Update and manage content on the council's website to ensure it reflects current information and meets accessibility standards.
- Incorporate storytelling elements into website content to create an immersive online experience for visitors.

4. Community Engagement

- Lead the promotion of community events, workshops, and meetings to encourage resident participation.
- Lead or support the organization of workshops and meetings.
- Use storytelling to evoke emotions and spark interest, driving community engagement and participation.



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5. Public Relations:

- Act as a liaison between the Parish Council and local media outlets.
- Use storytelling to craft compelling press releases, statements, and other communication materials.

6. Communication Strategy and Policy Support:

- Develop and maintain a communications strategy for the Council, incorporating storytelling as a central component.
- Support and promote the Council's policies, procedures, values, and behaviours through impactful storytelling.

7. Emergency Communication Support:

- Assist in providing communications support in emergency situations, including out-of-hours where required, using storytelling to convey critical information effectively.

8. Continuous Improvement and Diversity Commitment:

- Maintain competence in the role's specialism and commit to continuous improvement.
- Demonstrate a personal commitment to ensuring diversity is positively valued, resulting in equal access and treatment in employment, service delivery, and communications.

9. Additional Duties:

- Undertake other duties from time to time that do not substantially change the general character of the post.

Qualifications:

- Strong written and verbal communication skills with a knack for storytelling.
- Experience in content creation, social media management, or related fields.
- Familiarity with website content management systems.
- Ability to work independently and collaboratively in a team.
- Knowledge of local government functions and community dynamics is a plus.

Schedule:

This is a part-time position, with a commitment of 16 hours per week. Working hours may be flexible but will include occasional evenings and weekends to accommodate community events.

Shavington-cum-Gresty Parish Council is an equal opportunity employer, and we encourage candidates from all backgrounds to apply.



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Person specification Communication Officer

Essential Criteria:

- 1. Excellent Storytelling Skills:** Ability to craft engaging narratives and compelling stories that resonate with the community.
- 2. Strong Written and Verbal Communication Skills:** Proficient in communicating effectively through various channels, including newsletters, social media, and press releases.
- 3. Content Creation Experience:** Demonstrated experience in developing high-quality content for communication purposes, with a keen eye for detail and creativity, including the use of generative AI tools.
- 4. Social Media Management:** Competent in managing and updating social media accounts to promote council activities and engage with the community.
- 5. Website Management:** Familiarity with website content management systems and experience in updating and managing website content.
- 6. Community Engagement:** Proven ability to organize and promote community events, workshops, and meetings to encourage resident participation and engagement.
- 7. Public Relations:** Experience acting as a liaison between organisations and local media outlets, with the ability to prepare and distribute press releases and communication materials.
- 8. Communication Strategy Development:** Ability to develop and implement communication strategies that align with organizational goals and priorities.
- 9. Flexibility and Adaptability:** Willingness to work occasional evenings and weekends to accommodate community events and emergencies.

Note: Training will be provided to the right candidate.