Haywards Heath Town Council
Publicity Officer

Job Description	
Post Details:	
Job Title:	Publicity Officer
Salary:	£26,408 –- £27,711 pro rata at £13,204 per annum starting salary (NJC Pays Scale 9 – 12). (local government *pay award pending).* Local Government Pension Offered.
Location of work:	Haywards Heath Town Hall
Responsible to:	Community Engagement Manager
Hours of work:	18.5 hours per week to include some evening work and weekends.
Annual Leave:	23 Working days per annum (pro rata) plus Bank Holidays rising to 25 days after 5 years' service

Primary purpose and scope of the job:
The Town Council requires a Publicity Officer to manage and forward plan the content of the information contained on the Town Council's Website, posts for social media and the issuing of press releases relating the operations, events and community matters that effect the Town Council and those it wishes to promote. The position will also involve support for the Community Engagement Manager working alongside the Engagement and Community Officer with Town Council events and initiatives.

Working Relationships:
Members and Officers of the Council at all levels, members of the public, voluntary and community groups, local press, other local authority contacts at all tiers of local government.

Key Tasks:
- To administer and maintain the Town Council's Website.
- To produce the Town Council's newsletter.
- To review and deliver the Town Council's Communication strategy.
- To produce press releases and work with the local press.
- To administer and maintain the Town Council's social media including Facebook, Instagram, Bluesky, Threads and Linkedin.
- To prepare marketing plans for Town Council activities and services.
- To support the Council Committees in the delivering of these plans.
- To assist with Town Council events when required (5 per year).
- To meet and greet residents and visitors to the Town Hall.
- To undertake the wide range of in-person and telephone enquiries in a professional and sympathetic manner.
- To undertake such duties as may reasonably be required to help with the running of the Town Hall.
- To undertake all reasonable requests made by the Town Clerk.