



Communications and Marketing Officer

Job Description and Person Specification

Directorate:	Transformation	Service:	Communications and Visitor Economy
Responsible to:	Service Manager – Communications and Visitor Economy	Responsible for:	N/A
Grade:	7		
Location:	Civic Centre, Poulton-le-Fylde		

Job Purpose:

To work within the communications and marketing team with a focus on supporting the council's economic ambitions of creating a strong local economy and maximising commercial opportunities.

To provide high quality marketing and lead on specific projects as instructed, in order to maximise income generation and increase the profile of Fleetwood, Cleveleys Poulton markets, Wyre's two theatres, Marine Hall and Thornton Little Theatre and to support the wider economic growth of the borough.

Key Tasks & Responsibilities:

- Responsible for planning, managing and delivering all marketing activities that promote Council's commercial assets and events, as part of the wider Communications and Visitor Economy team.
- Support wider campaigns to promote a strong economy in Wyre including supporting the marketing of Discover Wyre, Invest in Wyre and Wyred Up.
- Formulate campaign plans in line with the Council's overall communication and marketing plan.
- Use data and customer insight to formulate these plans.

- Evaluate campaign effectiveness and report back to Corporate Management other teams across the Council.
- Liaise with visiting companies and artists to source publicity materials and deliver paid marketing campaigns on their behalf.
- Provide a copy writing service to the Council, including information leaflets, posters, web content, award entries and other documents that arise.

Produce print schedules, liaise with printers, manage print jobs and manage distribution of print, working with the Council's Creative and Digital Content Officer.

- Maintain a high profile for the Council's commercial assets and events through press releases; liaison with local and national press and media for listings and editorial.
- Develop an effective and up-to-date contacts and emailing list database and sending out regular e-newsletters.
- Manage the galaxy websites producing and updating content regularly whilst adhering to accessibility guidelines.
- Manage a variety of social media accounts including carrying out paid campaigns.
- Collaborate with theatre and market teams on events, attending select ones to provide social media and press coverage.
- Effectively use digital marketing channels and coordinate content planning and creation with support from the Creative and Digital Content Officer.
- Plan, manage and deliver a marketing campaign plan for the promotion of weddings at Wyre's venues.
- Work with the communications team to provide office cover, picking up media and filming enquiries and other campaign marketing as necessary.
- To closely liaise with management of the Council's commercial assets to ensure effective communications of programme details and marketing initiatives.

Corporate Responsibilities:

The postholder will be expected:-

- To adopt a flexible approach to changing patterns of work and undertake such other duties as are consistent with the job purpose and grade of post.
- To promote best practice in meeting the requirements of Health and Safety legislation and Council policy, and comply with other relevant statutory legislation.
- To carry out duties in accordance with the Council's policy on equality and diversity.
- To accept that everyone has a right to their distinct identity, treating everyone with dignity and respect and ensuring that what our customers tell us is valued by reporting it back into the organisation.

- To provide quality services that are what our customers want and need, giving customers the opportunity to comment or complain if they need to, working with them to identify what needs to be done to meet their needs and informing managers about what customers say in relation to the services delivered.
- To develop oneself and others making every effort to access development opportunities and contribute effectively by participating in the Council's performance management scheme.
- To be responsible for Data Quality.
- To demonstrate a high standard of probity in the use of council resources and where a nominated budget holder manage spending within available resources.
- To support the delivery of the Council's Climate Change Strategy and Action Plans to achieve net zero in 2050.

QUALIFICATIONS	ESSENTIAL/ DESIRABLE	ASSESSMENT METHOD
Good standard of education in relevant subject area e.g. marketing, digital marketing	Essential	Application/Interview
Relevant professional qualification	Desirable	Application/Interview

SKILLS	ESSENTIAL/ DESIRABLE	ASSESSMENT METHOD
Strong interpersonal skills including the ability to work with colleagues, senior leaders, partners, media and members of the public	Essential	Application/Interview
Ability to write engaging content for a variety of media	Essential	Application/Interview
A good understanding of the communications and marketing landscape, particularly in terms of digital channels and content	Essential	Application/Interview
Ability to produce marketing campaign plans and see these through from planning to evaluation	Essential	Application/Interview
Ability to manage social media accounts on a number of platforms, including responding to queries in a timely and professional manner	Essential	Application/Interview
Ability to be innovative and creative; and able to spot opportunities for the	Essential	Application/Interview





development of strong and engaging content		
A good knowledge of basic video production/editing, use of images/gifs on social media and experience of using Canva to create images, videos and gifs	Essential	Application/Interview
Knowledge of accessibility legislation particularly in relation to websites and social media	Desirable	Application/Interview
Ability to send out e-newsletters via Mailchimp	Desirable	Application/Interview
Ability to write newsworthy press releases and liaise with the media	Essential	Application/Interview
A strong knowledge of Wyre and our town centres, attractions and events	Desirable	Application/Interview
Flexible approach to allow for working at out of hours events as necessary	Essential	Application/Interview
Strong IT skills and knowledge of MS Office	Essential	Application/Interview
Ability to work on own initiative and meet tight deadlines	Essential	Application/Interview
Ability to attend meetings/functions out of hours as required	Essential	Application/Interview

EXPERIENCE	ESSENTIAL/ DESIRABLE	ASSESSMENT METHOD
Experience of working in a communications or marketing role	Essential	Application/Interview
Experience of devising, planning, implementing and evaluating marketing campaigns both online and offline	Essential	Application/Interview
Experience of writing news stories and / or writing for publicity and promotional purposes	Essential	Application/Interview
Experience of managing multiple organisational social media accounts across multiple platforms e.g. Facebook, Twitter, LinkedIn, Instagram	Essential	Application/Interview

Experience of managing websites, using content management systems and creating appropriate and accessible content	Essential	Application/Interview
Experience of creating engaging digital content such as e-newsletters and website articles	Essential	Application/Interview
Experience of writing content for printed literature and working with designers and printers	Essential	Application/Interview
Experience of attending events and exhibitions for promotional purposes	Desirable	Application/Interview
Experience of liaising with businesses and partner organisations to offer promotional opportunities and gather knowledge about the area's offer	Desirable	Application/Interview

ADDITIONAL REQUIREMENTS	ESSENTIAL/ DESIRABLE	ASSESSMENT METHOD
Demonstrate commitment to equal opportunities together with a clear appreciation of equalities issues	Essential	Application/Interview
Regular and Reliable Service	Essential	Application/Interview
Demonstrate behaviours that support our values	Essential	Application/Interview

**Our Values are key to delivering our vision, plans and strategies.
All Behaviours listed are essential to the post.**

			
Professional	Innovative	Collaborative	Customer focused
In being professional we...	In being innovative we...	In being collaborative we...	In being customer focused we...

<ul style="list-style-type: none"> • Have pride in how we represent the council • Treat people with respect and consideration • Are conscientious and carry out our work to a high standard • Carry out our work activities in an honest and ethical manner 	<ul style="list-style-type: none"> • Proactively embrace change and learn from our mistakes • Challenge and constructively question existing processes • Make best use of our resources to provide excellent services • Encourage creative thinking with colleagues and peers 	<ul style="list-style-type: none"> • Communicate effectively with colleagues and stakeholders • Develop productive relationships and achieve the best results • Recognise and embrace the knowledge and skills of others. • Embrace the concept of one team one council and all work together 	<ul style="list-style-type: none"> • Strive to provide excellent services • Understand our customers' needs and consider things from their perspective • Effectively communicate and manage expectations • Actively seek ways to maximise customer satisfaction
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Special Conditions:

(e.g. Weekend work, shift allowance, car/mileage allowance)

- The council operates a strict non-smoking policy.
- Casual car user allowance. Casual Car User's will be paid at the middle band. You will be required to provide your own means of transport.
- Attendance of out-of-hours meetings and events as and when required, including weekends. This could be for a long period in the event of a major incident or emergency situation in the borough.

Prepared by: Bethan McDonough

Date: September 2025

Post Holder Signature:

Date: