



WARFIELD
PARISH COUNCIL

Recruitment Pack

Communications Officer

June 2026



Introduction

Warfield Parish Council is seeking an ambitious, enthusiastic and high calibre professional to deliver communications on behalf of the council.

This is a new role in the parish council and we are looking to find the right individual to support us through a period of change. This is a role with influence. Working with our Parish Clerk, who is the Chief Executive Officer of the council you will develop and deliver both internal and external communications.

The role and portfolio

This is a particularly exciting time to join us, with a range of significant projects and community initiatives currently underway. You will bring a range of skills and experiences to provide a strategic focus to our communications, while crafting messages to internal and external stakeholders that are both informative and when appropriate, entertaining.

What we are looking for

We need a motivated, proactive and collaborative team player who can balance strategic vision with robust operational execution. To thrive, you will bring:

- Proven experience: A track record of delivering across a range of media.
- Political acumen: The ability to work effectively with elected members, build strong partnerships and influence stakeholders.
- Sector expertise: A knowledge of local government, the way it works and the core messages that need to be delivered.

What we offer

This is a part-time position (20 hours per week), with flexible working arrangements to support work/life balance and you'll join a growing, friendly and deeply committed team based in Warfield in the Bracknell Forest area.

We offer membership of the Local Government Pension Scheme.

Warfield

Warfield is a growing civil parish, one of six in the Bracknell Forest area of Berkshire.

Warfield has historic roots as an Anglo-Saxon settlement, recorded in the Domesday Book as “Warwelt”, with St Michael the Archangel church dating from the 12th century.



For much of its history, Warfield was a rural parish of small hamlets and farms, shaped by its woodland setting.

The growth of Bracknell as a New Town brought significant change, and Warfield has continued to expand in recent decades while retaining its distinctive local character.

Today, Warfield continues to grow, including the delivery of a new Community Hub through partnership working between the parish council and Bracknell Forest Council.



Parish Council Structure

The Parish Council is made up of 15 elected councillors, who serve a four year term. Our next elections will take place in May 2027. All the councillors participate in the Full Council where key decisions, policies and strategy are considered.

In addition to the Full Parish Council there are a number of committees each with delegated powers to action various works and initiatives. These committees are appointed each year at the Annual Council Meeting where their terms of reference and membership are agreed by full council. Each councillor on the parish council has the opportunity to be appointed to at least one committee. Councillors are encouraged to participate in more than one committee to ensure an even spread of workload.

The current committee structure of the council is:

Finance & General Purposes

This committee deals with topics including: corporate governance, risk management, financial administration, policy development and audit. The committee also makes recommendations on community grant awards.

Planning & Transport

This committee considers the Council's response to planning applications and oversees the Council's Neighbourhood Development Plan.

Environment & Amenities

This committee make decisions relating to our community facilities including our halls, our allotments and outdoor spaces as well as deciding and monitoring the Council's environmental plans.

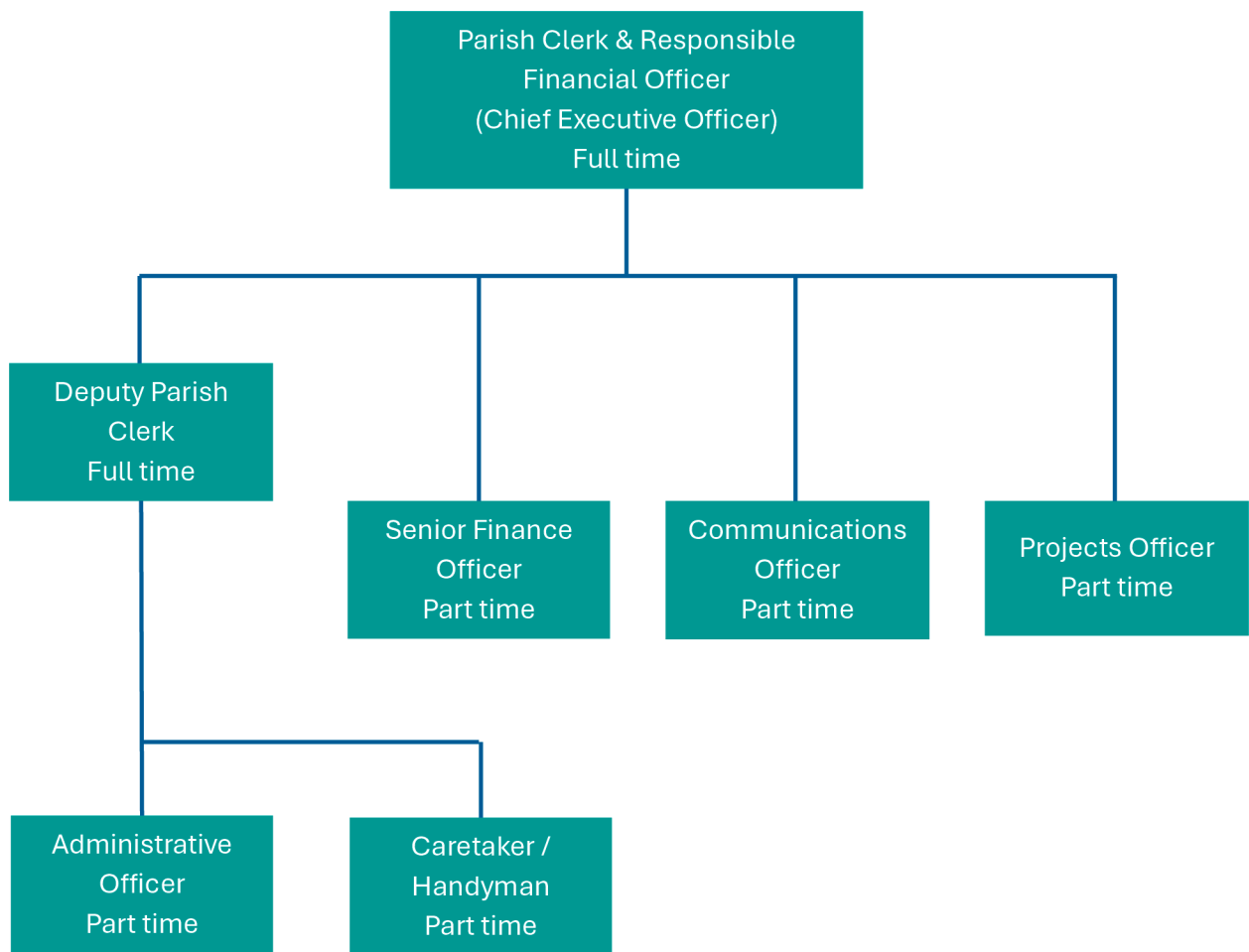
Staffing

This committee oversees staffing matters independently from the Finance & General Purposes Committee.

Staff Structure

The Parish Council will consist of six officers and a Caretaker/Handyman. The Parish Clerk is the head of the paid service and is accountable for the operation of the council to the Parish Council.

Our structure is developing, but from September 2026 we expect it to be:



Job description

Salary:	SCP 24-28 £35,412 - £39,152 FTE (£19,136 - £21,160 pro rata)
Hours of work:	20 hours per week
Contract:	Permanent
Reporting to:	Parish Clerk / Chief Executive Officer
Location:	Parish Office, currently Brownlow Hall

Purpose of the role

To manage the day-to-day delivery of Warfield Parish Council's internal and external communications, so residents, partners, councillors and staff receive clear, timely and accessible information.

The postholder will work closely with Councillors and the Parish Clerk to ensure that an annual communications strategy is agreed with a detailed delivery plan underpinning it. The plan would encompass the range of communications channels. The role holder would be responsible for ensuring that the plan is implemented, drawing in Councillors and other officers as needed.

The postholder will maintain the council's digital and printed communication channels, support community engagement, promote council services, facilities and events, and contribute to communications planning aligned with the Council's strategy.

The new Community Hub development is underway. This is a flagship project and long-term priority for the Parish Council. The postholder will ensure that residents are kept well-informed on the development of the project as construction continues. In preparation for the opening (due summer 2027) as part of ongoing use of the facility, a full marketing plan will need to be developed and implemented.

Key responsibilities

Communications planning and delivery

- Prepare and maintain an annual communications strategy and content plan for council priorities, services, projects, facilities and events.
- Translate council decisions, project updates and complex information into clear, concise and accessible content for different audiences.
- Coordinate communication following council and committee meetings, ensuring approved messages are issued promptly and consistently.
- Support the Chief Executive Officer (Parish Clerk), officers and councillors with practical communication advice and agreed key messages.

Digital channels and publications

- Manage and update the council website, ensuring content is accurate, current, accessible and well presented.
- Manage the council's social media channels, including content creation, scheduling, monitoring and escalation of issues where appropriate.
- Produce regular printed and electronic newsletters to promote council work, facilities, events and opportunities for public involvement.
- Monitor website, social media and newsletter engagement, identify trends and recommend practical improvements.

Community engagement and consultation support

- Support community consultations, engagement events, surveys and public information activity linked to council projects.
- Support communications for key council events.
- Help improve engagement with under-represented groups and wider community demographics through suitable channels and formats.
- Research and suggest practical innovations in public engagement that support informed participation in council decision making.

Media, stakeholder and partner communications

- Draft press releases, media statements and public notices for approval by the Chief Executive Officer (Parish Clerk) and/or Chairman as required.
- Receive, coordinate and record media enquiries, ensuring responses are accurate, approved and relevant.
- Maintain positive working relationships with community groups, local organisations, media contacts, partner authorities and other stakeholders.
- Prepare communication briefings, reports and supporting documentation for council and committee meetings when required.

Brand, marketing and campaigns

- Maintain the council's brand and style guide, including templates for routine communications, reports and promotional material.
- Plan, deliver and evaluate marketing activity for council facilities, events and services, including the community hub.
- Ensure council communications use a consistent tone, visual style and plain-English approach appropriate for the intended audience.
- To ensure residents are kept updated on progress of the Community Hub development and to develop and implement a full marketing plan to promote use of the facility when open.

Reporting, compliance and resilience

- Prepare a quarterly communications report covering website usage, social media engagement, newsletter performance and recommended actions.
- Ensure communications and engagement activity complies with UK GDPR, equality requirements, accessibility expectations and council policies.
- Maintain appropriate records, approvals, contact lists, templates, procedures and communication resources.
- Put effective arrangements in place to support continuity of communications during absence or service disruption.
- Uphold confidentiality and handle sensitive matters appropriately.

Team working and development

- Work with officers and councillors to support a positive, effective and collaborative working environment.
- Coordinate or support training and guidance for officers involved in council communications.
- Undertake other duties commensurate with the level and purpose of the post, as required by the Council.

Budgetary and resource control

- The postholder may obtain quotes, liaise with contractors and manage agreed communications and marketing spend within approved budgets, the Council's financial regulations and any delegation, in liaison with the Chief Executive Officer (Parish Clerk).

Other duties

- To undertake such other duties commensurate with the level of the post and job purpose as required by the Council from time to time.

Person Specification

Qualifications and practical requirements	Essential	Desirable
Relevant communications, marketing or public relations qualification, or equivalent experience	Y	
Ability to attend council sites, meetings and community events across the parish, including occasional evenings/weekends	Y	
Degree-level qualification or relevant professional qualification		Y
Full driving licence or access to suitable transport		Y
Relevant communications, marketing or public relations qualification, or equivalent experience	Y	
Knowledge, skills and abilities		
Experience producing clear communications content across website, social media, print and email channels	Y	
Experience managing website content and social media channels for an organisation	Y	
Experience producing newsletters, campaigns or promotional material	Y	
Experience supporting consultations, engagement events or community-facing activity	Y	
Experience in the public, voluntary, community or local government sector		Y
Experience in strategic communications planning, digital projects or campaign evaluation	Y	
Experience handling media enquiries or press releases		Y

Personal attributes	Essential	Desirable
Collaborative and approachable	Y	
Adaptable and flexible	Y	
Sound judgement, integrity and ethical conduct	Y	
Problem-solving approach	Y	
Persuasive and confident communicator	Y	



If you would like more information on the role, please contact Jason Mawer, Parish Clerk & Chief Executive Officer at: clerk@warfieldparishcouncil.gov.uk

Application Process:

Please send your completed application forms (Parts A and B), along with a covering letter stating why you are suitable for this role to:
clerk@warfieldparishcouncil.gov.uk

Closing date: 12noon on Tuesday 21 July 2026

Interview date: Week commencing 27 July 2026

Anticipated start date from: Tuesday 1 September 2026

You can find more information about the council on our website
www.warfieldparishcouncil.gov.uk