



## **CAMBORNE TOWN COUNCIL**

### **ENGAGEMENT OFFICER**

**SCP 34 -37 (2018) / SCP28-31 (2019 onwards)**

#### **JOB DESCRIPTION**

##### **Responsible to:**

Town Clerk

##### **Job Purpose:**

To provide a link between the Town Council and the local community of Camborne and support community projects and events.

##### **Duties & Responsibilities:**

- Annually creating and implementing an engagement plan in line with the Town Council's Corporate Plan and Strategy.
- Develop a clear understanding of what the community requires from the Town Council.
- Creatively inform the community and local business on the role and scope of the Town Council.
- Identify and help coordinate events, being a key contact with Town Council, BID and external organisations.
- Identifying and applying for external funding for key projects which will benefit the Community, including submission of bids.
- Supporting on the consultation process with internal and external stakeholders on key projects for the area.
- Market the Town Council and Camborne area, providing press releases relating to positive news stories and engaging on public relation opportunities, representing the Town Council and Camborne area. Providing regular updates on social media – across all platforms.
- Be a key contact for Camborne BID and build upon relationships, working together for the benefit of Camborne area.
- Be an ambassador for engagement and develop a detailed engagement plan with targets and measures for the Camborne area.

- Keep the Town Council website up to date, ensuring events and project information are included to keep all interested parties updated on progress and current affairs.
- Provide a link between the Town Council and local volunteer groups.
- Support the Town Council on any specific projects and initiatives that will support community engagement.
- Support the development of a culture and arts agenda.
- Develop youth interest, understanding, support and engagement.
- Work with the Senior Librarian to promote community engagement.

**Camborne Town Council  
Person Specification for the Engagement Officer**

|                                   | <b>Essential Attributes</b>  | <b>Desirable Attributes</b>  |
|-----------------------------------|--|--|
| <b>Educational Qualifications</b> | <ul style="list-style-type: none"> <li>• Equivalent working experience or relevant qualifications in communication/media</li> </ul>  | <ul style="list-style-type: none"> <li>• Project management Qualification</li> </ul>   |
| <b>Skills and Knowledge</b>       | <ul style="list-style-type: none"> <li>• Excellent oral and written skills, including an ability to relate to and communicate with councillors, staff, members of public and external agencies</li> <li>• Good ICT skills</li> <li>• Ability to build and manage effective and resilient relationships with a wide range of stakeholders at all levels inside and outside of the organisation</li> <li>• Ability to communicate requirements to different audiences through meetings, presentations, reports, newsletters and briefing.</li> <li>• Ability to work proactively and manage a varied and demanding workload to meet competing demands and tight deadlines and produce high quality work</li> <li>• Ability to obtain and understand complex information and communicate it concisely and simply to internal and external stakeholders</li> <li>• Ability to respond positively and constructively whilst under pressure</li> </ul> | <ul style="list-style-type: none"> <li>• Website knowledge</li> <li>• Experience in engaging with local communities</li> <li>• Funding experience</li> </ul> |

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| <b>Personal Attributes</b> | <ul style="list-style-type: none"><li>• To be a positive ambassador of the Town Council, BID and Camborne</li><li>• To be an excellent communicator at all levels with both internal and external stakeholders</li><li>• Driven and focussed with the ability to work on own initiative</li><li>• Excellent networker</li><li>• Confident self starter</li><li>• Creative</li></ul> |  |
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