



WOKINGHAM TOWN COUNCIL

Job Description

Job Title	Marketing and Communications Officer
Contract type	Permanent, Part-time up to 15 hours per week. Hours to be discussed at interview, flexibility of working hours will be considered.
Salary	SCP 21 (£34,237 FTE, or £17.75 per hour) with an increase following successful completion of probation.
Location	Wokingham Town Council, Town Hall, Market Place, Wokingham, RG40 1AS Office and home based.
Reports to	Town Clerk
Responsible for	Love Wokingham contractor
Key Contacts	Internal: • Staff • Councillors External: • Local press and media • Local businesses
Job Purpose	To manage the council's public profile, promote the council's services and those of related organisations where appropriate and engage with residents through both digital and traditional communication channels

Principal Responsibilities:

Strategic communications and reputation

- To increase public awareness of the services, events and projects provided by Wokingham Town Council
- To deliver targeted campaigns and marketing initiatives that support the town council's strategic objectives and priorities



- To manage and enhance the public profile and reputation of Wokingham Town Council and Wokingham town, supporting the town as a destination of choice for work, shopping and leisure.
- To champion the brand of the town council both internally and externally
- To ensure the town council's Communications Strategy and Policy is adhered to, and kept up to date

Campaigns, content and channels:

- To translate marketing ideas and objectives into eye-catching, attention grabbing and engaging communication campaigns across all communication channels.
- To market and communicate the town council's community events, civic events, grants programmes and other activities and functions in which the town council is involved
- To oversee the production of the town council's annual printed newsletter
 - Writing, editing and identifying articles
 - Liaising with the Arts and Culture Officer, Civic Officer and Town Clerk to agree content, layout and design
- To develop new and innovative ways to engage with our community

Media relations:

- To build positive relationships with local and regional media outlets; to act as the town council's main point of contact for media enquiries, to coordinate responses and arrange media interviews with councillors where required / appropriate.

Community engagement and insight:

- To monitor statistics and feedback to gain a rounded understanding of public mood and current sentiment. To use this information to ensure communications remain relevant and to improve the town council's communications strategy.

Internal coordination and governance

- To support all employees with their individual communications needs, including press releases etc.
- To meet regularly with officers in order to keep up to date with their projects and provide support with required media communication needs
- To manage marketing budgets

General:

- To undertake any other duties as directed by the Town Clerk
- To undertake appropriate professional development



- To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and working to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
- To understand both Councils' duties and responsibilities for safeguarding children, young people and adults as they apply to the role within the council.

This job description is not inflexible or exhaustive and may therefore be altered from time to time, in consultation with the post holder, to reflect the changing needs of the council.

Person Specification:

Job Title	Communications and Marketing Officer	
Key Criteria	Essential	Desirable
Qualifications & Training	• Digital and IT proficiency: Excellent IT and digital communication skills, with strong working knowledge of Microsoft Office applications, website management, social media management platforms, and creative content creation software, including Canva and CapCut. • Proven experience in marketing, social media and public relations or related fields. • Experience in community engagement	• Experience of working in the public sector or a community-focused organisation • Knowledge of Wordpress
Competencies (knowledge, skills, experience)	• Excellent written and verbal communication skills • Strong organisation skills and the ability to manage multiple projects simultaneously. • Good analytical skills for evaluating communication effectiveness • Ability to think strategically and develop effective communication plans	



Work related personal requirements	• High level of creativity and attention to detail • Ability to work independently and as part of a team	
Other work requirements	• Ability to attend occasional events or council meetings on evenings or weekends	

Benefits:

These are some of the benefits you can enjoy working for us:

- Membership of the Local Government Pension Scheme (LGPS)
- Annually reviewed pay
- 25 days of annual leave, increasing by 5 days after five years' service (pro-rated for part time)
- Hybrid working

Application process:

Please send completed application form together with your CV to:
Wokingham Town Council
FAO Katy Hughes, Town Clerk
Town Hall
Market Place
Wokingham
RG40 1AS

Or by email to: townclerk@wokingham-tc.gov.uk

Note – applications will not be considered if both the CV and application form are not submitted. Your CV must include your employment history and your educational background.

Closing Date: Noon, Wednesday 21st October 2026

(Note: should we receive a high volume of applications, we may bring forward the closing date).