

LOOE TOWN COUNCIL

JOB DESCRIPTION



JOB TITLE:	EVENTS & COMMUNICATIONS OFFICER
REPORTS TO:	TOWN CLERK
PLACE OF WORK:	LOOE TOWN COUNCIL OFFICES
HOURS & SALARY:	37 hours pw. SCP 17 - 20 £31,022 - £32,597
DATE:	2 nd March 2026

MAIN PURPOSE OF JOB:

To undertake event planning and delivery on behalf of the Town Council, to coordinate the Council's communications across multiple platforms to promote the work of the Town Council and work with other organisations to promote the parish of Looe.

KEY ACCOUNTABILITIES:

1.	Plan, coordinate, and deliver a balanced programme of Council events (including both in-house and partner-led activities) that support community engagement and enhance Looe as a destination for residents and visitors.
2.	Work collaboratively with the Town Clerk, Planning & Administration Officer and Services, Assets & Community Committee to develop and review the Council's annual events calendar, ensuring alignment with available budgets.
3.	Prepare event management plans, traffic management plans, risk assessments, and licence applications to ensure the safe and legal delivery of events.
4.	Liaise with emergency services, local authorities, contractors, and other stakeholders including volunteers to facilitate event logistics, including traffic management and road closures as required.
5.	Monitor and maintain event budgets, ensuring all expenditure aligns with the approved budgets and seeking best value for money. Raise any budget issues with the Town Clerk and Responsible Finance Officer as soon as they are evident.
6.	Lead post-event evaluation and reporting, using feedback and data to inform ongoing improvement.
7.	Prepare and issue press releases in conjunction with the Town Clerk, and official statements across digital, print, and social media channels.
8.	Contribute to maintaining and updating the Council's WordPress website, ensuring statutory information is available and promotional content is current and engaging.

9.	Oversee the design and production of marketing materials, coordinating printing, distribution, and advertising placement as required in relation to the job role.
10.	Manage the Council's social media presence (Facebook, Instagram), monitoring activity, responding appropriately, and addressing unauthorised or inappropriate content.
11.	Develop and implement targeted publicity and marketing campaigns to promote Council events and initiatives.
12.	Ensure that all communications are compliant with relevant policies, including accessibility, data protection, and others as appropriate.
13.	Build and maintain positive relationships with local businesses, community groups, and partner organisations to promote joint working and support for Council initiatives. To convene or attend meetings as appropriate to promote partnership working.
14.	Source and curate content for Council publications, ensuring it is informative and reflective of the community's interests.
15.	General duties: to undertake such other duties and responsibilities as may be required from time to time. To attend meetings of the Council and its Committees/working groups as appropriate and prepare and produce reports and associated supporting materials.

PEOPLE MANAGEMENT	n/a
CREATIVITY & INNOVATION	Creativity will be at the heart of content creation; looking for new and engaging ways to reach the audience. The Events & Communications Officer should think creatively around events and design.
CONTACTS & RELATIONSHIPS	The Events & Communications Officer should build and maintain good working relationships with colleagues and others, always encouraging a sense of teamwork.
DECISIONS (DISCRETION & CONSEQUENCES)	n/a
RESOURCES	The jobholder is issued with a laptop.
WORKING ENVIRONMENT – DEMANDS	The Events & Communications Officer should maintain personal and professional development to meet the demands of the job. The job holder should uphold the Council's core policies and procedures and maintain high levels of accuracy particularly in the written word.
WORKING ENVIRONMENT – PHYSICAL EFFORT	Accessible office based role with some outside working e.g. for events
WORKING ENVIRONMENT – CONDITIONS	Office based role
WORKING ENVIRONMENT – CONTEXT	Office based – regular VDU user
KEY KNOWLEDGE & SKILLS REQUIRED	<ul style="list-style-type: none"> • Designing, managing and delivering events, particularly in a town centre setting • Social media content creation including reels & stories • Marketing knowledge and skills including using building a multi-channel matrix and audience segmentation • Copywriting including press releases • Email marketing • Traffic Management for Community Events (LANTRA) qualification or be willing to undertake training

	<ul style="list-style-type: none">• Experience of WordPress and Canva
SIGNED BY JOBHOLDER:	NAME -
SIGNED BY LINE MANAGER:	NAME -