



W E S T B E R G H O L T P A R I S H C O U N C I L

FIRST DRAFT

Role Description: West Bergholt Parish Council's Publicity Officer

May 2020

In no particular order, working in conjunction with the Council's Communication's Officer and having regard to the Council's Communication Policy:

- Plan, develop and implement a public relations plan that will better promote the council.
- Liaise as necessary with the Parish Council, Finance, Environment, Planning and Trusts' Chairmen.
- Liaise with the Council's Communication Officer on the approach to the various outlets for publicising material especially on the web and social media.
- Write and issue publicity concerning upcoming council events and activities.
- Publicise the council's achievements in West Bergholt and the wider community.
- Write a council-related article for each issue of the Village Bulletin.
- Act as the point of contact for the media at all council events.
- Promote the positive aspects of the council's work at all time.
- Highlight the council's support of the community of West Bergholt.
- Keep the council informed of all upcoming media activities on a monthly basis.
- Create a positive public awareness of the council and its activities.
- Publicise and promote all events the council stages within West Bergholt.
- Ensure the council's website remains informative, accurate and is regularly maintained.
- Act as a roving reporter for the council in West Bergholt to aid village publicity.
- Establish and maintain links with local media.

Adopted by WBPC on --/--/20

Due for review on --/--/21