

TENTERDEN TOWN COUNCIL

The Town and Hundred of Tenterden



A Corporate Member of the Cinque Ports

July 2021

Freelance Public Relations Officer

Tenterden Town Council's relationship with the community is vital to its work and the decisions it takes. An open and constructive dialogue is a key requirement for influencing and developing services, identifying attitudes and measuring satisfaction.

Effective media relations are an important factor in maintaining a good relationship between the Town Council and the community. Since members of the public generally rely on the media for local information and news, it is important for the Town Council to present information about its activities and aspirations in a consistent way.

The community in this sense includes all residents and elected representatives, businesses, schools, shops, places of worship, voluntary organisations, groups and associations.

Media

"The Media" is more than the local newspaper. The phrase encompasses many different means of communicating a message to a wide audience, and includes:

- Printed media (newspapers, community newsletters, leaflets, and the Council's Annual Report)
- Broadcast Media (radio and Television)
- Internet (website and social media)
- Displaying information on Council notice boards

Public Relations Officer

Via The Town Clerk, the Public Relations Officer is authorised to issue press statements on behalf of the Council.

Communications made by the Public Relations Officer will relate to the stated business and day to day management of the activities or adopted policy of the Council.

The Public Relations Officer is not expected or authorised to speculate on matters that have not been considered by the Council.

There should be no reactive responses to social media comments without approval by The Town Clerk.

In response to an unsolicited approach from a journalist, reporter or any author of an article likely to be placed in the public domain, including enquiries about press releases issued by other organisations, the Public Relations Office will refer the enquiry back to The Town Clerk.

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Duties

The following are considered to be the main duties:

- Help develop Council brand and image.
- To proactively identify newsworthy items from council business and activity to promote positive media coverage
- Press releases for the Kentish Express, Ashford for You and other local publications.
- Investigate other possible sources of publicity as the content within the Kentish Express reduces
- Producing articles for 4 newsletters per year, giving advice on content, editing and liaison with the publishers
- Coaching and advice in presentation and content for public events, town meetings etc.
- A weekly list of suggested media releases
- A commitment to attendance at the majority of scheduled standing committee and Town Council meetings.
- To establish, develop and maintain close links and confident, trustworthy working relationships with publishers, journalists and editors at local press, radio and television
- Liaison with councillors and administrative staff to check accuracy of press releases.

Capabilities

The following capabilities are required for this role:

- Good working knowledge of all media platforms.
- Ability to learn quickly, grasp complex issues and turn them into clear messages
- Good interpersonal skills
- Good issue solving skills
- Good research skills
- Excellent written and oral communication skills
- Interest in current affairs
- Deals well with stress
- Basic computer skills including understanding of social media and design software
- Political awareness and sensitivity
- Tact and diplomacy in difficult situations
- Resilient, proactive, self-motivated, and achievement orientated.

PR Objectives

The outcomes of the PR role will be driven by what outcomes we desire as a council. Namely community awareness, understanding and value of council objectives, performance, activities and challenges.

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This would typically revolve around community:

- Awareness
- Comprehension and understanding
- Attitude
- Actions and behaviour

Key Performance Indicators (KPIs)

Examples could be:

- Target audience
- Reach (circulation)/volume of stories
- Quality
- Timeliness
- Importance
- Managing community expectations
- Increased engagement
- Effective management of/responses to negative coverage

Experience

- Held similar roles in business and / or public life
- Evidenced track record of successful achievements with media outlets

Existing Council Policies

There is only one relevant policy titled "[Social Media policy](#)" and is applicable to the PR consultant as it is to councillors.

Applications

Application is by email to the address below, with details of:

- hourly/daily rates
- examples of work, in the form of details of a PR campaign in which the applicant has acted as the main writer or account director, a press release and a social media post that they have written
- a written statement (max 500 words) as to why applying and why suitable for the role

It is likely that 3 to 4 total days of consultation will be required each month.

Closing date for inquiries: **Monday 9th August, 9AM.**

E-mail contact: townhall@tenterdentowncouncil.gov.uk

Tenterden Town Council, Town Hall, 24 High Street, Tenterden, Kent, TN30 6AN

Website: www.tenterdentowncouncil.gov.uk • Email: townhall@tenterdentowncouncil.gov.uk

Telephone: 01580 762271 • Fax: 01580 765647