

**BRISTOL CITY COUNCIL****JOB DESCRIPTION**

Job title:	Communications and Events Officer
Bristol grade:	BG9
Managed by:	Digital Engagement Officer
Responsible for:	Apprentice/Placements
Directorate:	Growth and Regeneration
Service area:	Culture & Creative Industries

Purpose of the job

To manage the South West Museum Development programme communications with our clients and stakeholders via our website, social media, brand, publications. Work to raise the profile of the South West Museum Development programme through effective communications and marketing strategies with key stakeholders and clients.

Develop, deliver, market and evaluate successful events which build capacity, confidence and creativity in the regional museum sector. To work as part of a team to amplify the impact of sector support services to museums and heritage organisations across the region

Key job outcomes/accountabilities

- Work with the team to identify and develop communication and marketing needs.
- To undertake research with service users to identify trends and make recommendations which inform the development of services and, where appropriate, commercial opportunities.
- Coordinate the production and promotion of resources and reports which present the impact of the programme and lead on promotion and associated distribution channels.
- Responsible for social media content (Twitter) and website development, establishing and maintaining a consistent brand presence across the service.
- To implement and promote seminars, small events and online training sessions in collaboration with Specialist Officers, ensuring the smooth running of each event and presenting in a professional manner consistent with our approach.

Key job outcomes/accountabilities

- Managing a marketing and events budget, producing cost analysis for the delivery of marketing and events activity

This job description sets out the key outcomes required. It does not specify in detail the activities required to achieve these outcomes.

General Accountabilities

- A. So far as is reasonably practicable, the post holder must ensure that safe working practices are adopted by employees and in premises/work areas for which the post holder is responsible to maintain a safe working environment for employees and service users. These are defined in the Corporate Health, Safety and Welfare Policy, departmental policies and codes of practice.
- B. Work in compliance with the Codes of Conduct, Regulations and policies of the City Council.
- C. To model and promote good equalities practice and value diversity across the service.
- D. Ensure that output and quality of work is of a high standard and complies with current legislation / standards.
- E. Ensure that all mandatory training is undertaken as required e.g. – Bristol City Council's Induction, Health and Safety, Equalities, Safeguarding Children and Safeguarding Adults. Please note - this is not a comprehensive list.