

DORCHESTER TOWN COUNCIL

JOB DESCRIPTION

Post: DEVELOPMENT ASSISTANT (COMMUNITY, ENVIRONMENT AND ECONOMY))

Report to: TOWN CLERK

DUTIES

1. To assist in and to develop and deliver a series of projects based on the Council's activities in respect of the Environment, Tourism, Marketing, Communication and Events:-

Environment

To identify, research and deliver specific projects and events related to the Council's Climate Emergency commitment and Environmental ambitions.

Tourism, marketing and communication

In conjunction with the Tourism Development Officer, to develop and implement projects and events to compliment and push forward the Tourism Strategy.

To assist in the development and delivery of social media campaigns.

To develop a new website for the Council (with a website developer).

To carry out Market Research exercises, both for routine operations and at Council events.

Using market research, partner information and published data, set up databases and other systems to provide information to assist the management of a wide range of projects.

Events

As well as establishing new events, to support colleagues with publicity for existing and new events (including designing posters & helping with social media and press releases) organising and attending events organised by the Council.

2. To assist the Community Development Officer to develop and deliver projects included within the Community Development Delivery Plan.

3. Any other duties consistent with the needs of the Council and the skills of the applicant

Updated 3 October 2022

PERSON SPECIFICATION

Education and training

- Preferable: Degree in a relevant discipline – Communications, marketing, events or environment
- Minimum: 3 A-C's at A level standard (or equivalent)

Knowledge and Experience

- Preferable
 - Project planning and delivery, actual or theoretical.
 - A good understanding of the climate change and the Climate Emergency and the practical steps being undertaken to reduce the impact of a community on its environment
 - A good understanding of communications, marketing and events
 - Practical understanding of how to use Social media to maximise impact of messages to all sectors of the community
- Other (We can develop these with you)
 - Knowledge of Dorchester, its community and economy, and how it operates
 - Knowledge of Local Government and how it operates at the local level

Skills and Aptitudes

- Minimum
 - Demonstrable experience of working in a team
 - Able to demonstrate experience of building positive working relationships with others
 - Demonstrate high quality outcomes in their work
 - Administratively organised – competent in Word, Excel and other Office systems
 - Able to demonstrate effective communication skills
 - Able to demonstrate an understanding of, and effective use of, social media
 - Able to multi-task/work under pressure/focus on the job in hand
- Preferable
 - Able to effectively communicate why a course of action is beneficial, plus its associated risks and benefits
 - Experience in the use of design programmes such as canva