



Bridgwater Town Council



Communications Officer

Pride in Place (Bridgwater South)

RECRUITMENT PACK





Appointment of Communications Officer - Pride in Place Programme (Bridgwater South)

Salary Scale SCP: 13 – 17 (£29,064 to £31,022 per annum Pro Rata)

This is a part-time position working 21 hours per week on a fixed-term contract until 31 March 2027.*

Are you a creative communicator who loves turning great work into stories that people want to hear?

We're looking for a Communications Officer to help bring Bridgwater's Pride in Place programme to life. Working with communities, partners and the wider programme team, you'll create engaging content, celebrate local successes and help residents understand and connect with the positive changes happening across Bridgwater South.

This is a varied, hands-on role where you'll have the opportunity to create content across digital, social media and print, capture stories from community projects and events, and help showcase the real impact of investment in our local area.

Would you like to know more? To obtain an information pack with full details of the role and application form, please visit our website www.bridgwater-tc.gov.uk/vacancies

Completed application forms should be sent to: hradmin@bridgwater-tc.gov.uk

Closing date for applications: 25th September 2026

Interview date: Monday 5th October

If you would like to discuss this position, please contact the HR department on 01278 427692

Appointment subject to satisfactory references and pre-employment health checks

* This post is funded through the Pride in Place Programme and is offered on a fixed-term basis until 31 March 2027. Any extension beyond this date will be subject to the continuation of programme funding and the ongoing operational requirements of Bridgwater Town Council. While future funding opportunities will be explored, there is currently no guarantee that the post will be extended or become permanent.



BRIDGWATER TOWN COUNCIL
Town Hall, High Street, Bridgwater TA6 3AS
01278 427692
townclerk@bridgwater-tc.gov.uk

JOB DESCRIPTION

Job Title:	Communications Officer – Pride in Place
Place of Work:	Bridgwater Town Hall
Salary:	SCP 13 – 17 (29,064 – 31,022 pro rata per annum), plus NJC annual pay award and access to the Local Government Pension Scheme.
Hours of Work:	21 hours per week. Fixed-term contract until 31 March 2027, with the potential for extension subject to funding and programme requirements.
Leave Entitlement:	23 days per annum, two statutory days plus public holidays (Plus 3 additional days after 5 years' service)
Reports To:	Bridgwater Town Council - Communications & Marketing Manager (day-to-day line management)
Accountable to:	the Neighbourhood Board, through the Communications and Engagement Working Group, for delivering the programme's engagement objectives

A. Purpose of the Role

Pride in Place is a government-funded initiative dedicated to strengthening communities, enhancing local pride, supporting regeneration and creating opportunities for people and places to thrive across Bridgwater South.

As Communications Officer, you will play a key role in bringing the programme to life through engaging and impactful communications. You will help raise awareness of Pride in Place, celebrate its successes and showcase the positive difference it is making to local communities, businesses and stakeholders.

Working closely with the Communications & Marketing Manager and the wider programme team, you will support the delivery of the Communications Plan, creating compelling content, building strong stakeholder relationships and securing positive media coverage. Through a variety of communication and marketing channels, you will help ensure

residents, partners, funders and stakeholders are informed, engaged and inspired by the programme's vision and achievements.

B. Main Responsibilities and Key Tasks

Content Creation & Campaign Delivery

- Create engaging, accessible and audience-focused content across a range of channels, including websites, social media, newsletters, publications, video content and promotional materials.
- Attend programme events, activities and community projects to capture and coordinate photographs, video content, interviews, testimonials and case studies that showcase programme activity and impact.
- Develop compelling stories, case studies and success stories that highlight the impact of Pride in Place projects, initiatives and investment on local communities.
- Support the planning, delivery and evaluation of communications and marketing campaigns that increase awareness, engagement, participation and understanding of the programme.
- Ensure all communications materials are accurate, consistent and aligned with programme objectives, brand guidelines, key messages and accessibility standards.
- Ensure all content is collected, stored, managed and published in accordance with data protection legislation, copyright requirements, Council policies and appropriate consent procedures.

Media Relations & Public Relations

- Identify, develop and promote positive media opportunities to maximise coverage and raise the profile of the Pride in Place programme.
- Build and maintain strong relationships with local, regional and sector media contacts.
- Support the Communications & Marketing Manager in delivering public relations activities and communications strategies that strengthen the programme's reputation and visibility.
- Manage communications enquiries and respond to requests for information in a professional and timely manner.

Brand Management

- Ensure all communications comply with the branding, publicity and acknowledgement requirements of Pride in Place, Bridgwater Town Council, Somerset Council, Government funding programmes and other partners as applicable.
- Maintain consistency of messaging, visual identity and tone of voice across all communications channels.
- Support partners, community organisations and delivery providers in applying approved branding and communications guidance.
- Monitor the use of programme branding and provide advice where required.

Digital Communications

- Produce, schedule and manage engaging social media content that reflects the Pride in Place brand, values and objectives.

- Review, update and maintain website content and other digital platforms to ensure information is current, accessible and engaging.
- Monitor digital communications performance and audience engagement, providing reports and recommendations to support continuous improvement.

Stakeholder & Community Engagement

- Support community engagement activities by promoting events, consultations, projects and programme achievements.
- Work collaboratively with project partners, community organisations, local authorities, businesses, funders and other stakeholders to ensure effective communication and consistent messaging.
- Develop and maintain stakeholder databases, media contacts and communications distribution lists to support engagement activities.

Impact Measurement and Reporting

- Monitor and report communications activity against the programme's five objectives: awareness, participation, trust, inclusion and impact.
- Help establish and maintain the baseline these are measured against, and report progress regularly to the board and funders.
- Prioritise measures of trust and participation, including reach into priority communities, over vanity metrics such as follower counts.
- Collect, store and report data, consent and impact stories in line with data protection requirements.

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General Responsibilities

- Support internal communications activities to ensure the Neighbourhood Board and delivery partners are kept informed of programme developments, achievements, key milestones and upcoming activities.
- Demonstrate an understanding of the political environment within local government and the importance of maintaining political neutrality, discretion and impartiality in all communications.
- Support the Communications & Marketing Manager in responding to sensitive communications issues, managing reputational risks and protecting the reputation of both the Pride in Place programme.
- Contribute to the delivery of the Pride in Place Communications Plan and wider programme objectives, ensuring communications activity aligns with agreed priorities and outcomes.
- Represent the programme professionally and positively at meetings, events, community activities and stakeholder engagements, acting as an ambassador for Pride in Place and Bridgwater Town Council.
- Identify emerging communications opportunities, risks and issues, providing timely advice and escalating concerns where appropriate.

**Communications Officer – Pride in Place
PERSON SPECIFICATION**

	Essential	Desirable	Evidence
Qualifications & Training	Relevant qualification or equivalent knowledge, skills and experience Commitment to further professional development where required.	Relevant professional membership or training in community engagement or participation methods.	Application & Interview
Knowledge & Experience	Experience of developing and delivering engaging communications and marketing content across a range of digital and print channels. Experience of building and maintaining effective relationships with a range of stakeholders, partners and community organisations. Experience of monitoring, evaluating and reporting communications activity against objectives and performance measures. Experience of working with multiple stakeholders and maintaining consistent communication Knowledge of social media platforms, digital communications best practice and accessible communication principles.	Experience of working on externally funded programmes and reporting communication outcomes to funding bodies. Experience of communications activity within local government, regeneration, place-making or community development programmes Politically aware, with an understanding of the local government environment and the importance of maintaining political neutrality and impartiality	Application, Interview & Presentation
Skills & Abilities	Excellent written and verbal communication skills, with the ability to create engaging, accurate and audience-focused content for a range of audiences and channels. Strong organisational skills, with the ability to manage competing priorities, meet deadlines and maintain high standards of quality and accuracy.	Experience of media relations, including identifying opportunities and securing positive media coverage. Experience of using social media management, analytics and content scheduling tools. Skills in photography, videography or graphic design.	Application & Interview

	Ability to analyse communications performance data and use insight to inform future activity and improve engagement. Competent in the use of Microsoft Office applications and digital communication tools.		
Personal Attributes	Enthusiastic, approachable and community-focused, with a genuine commitment to making a positive difference to local communities. Self-motivated and proactive, with the ability to work independently and collaboratively as part of a team. Flexible and adaptable, with a positive, solutions-focused approach to work. Commitment to equality, diversity and inclusion, acting with integrity, professionalism and discretion at all times.	Passion for communications, storytelling and stakeholder engagement. Creative and innovative, with the ability to identify opportunities to engage audiences and promote programme achievements. Strong attention to detail and commitment to producing high-quality work. Ability to act as an ambassador for the Pride in Place programme and contribute to strengthening its reputation and profile.	Application & Interview
Other Requirements	Willingness to attend community events, meetings and activities, including occasional evenings and weekends. Commitment to equality, diversity and inclusion and ensuring communications are accessible to all audiences.	Full UK driving licence and access to transport.	Application & Interview



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Rewards Statement

We want Bridgwater Town Council to be a great place to work, where colleagues are proud to work for the organisation.

As well as working alongside some amazing colleagues to provide great services to our customers, we offer a range of benefits.

Local Government Pension Scheme	with a significant employer contribution of 22.3% of your salary
Generous annual leave	25 days plus bank holidays rising to 28 after 5 years with entitlement increasing based on your length of service
Health and wellbeing support	including a 24-hour confidential helpline, access to counselling, and trained Mental Health First Aiders
Learning and development opportunities	Learning and development opportunities your role Paid professional membership
A strong team environment	work alongside supportive colleagues who take pride in delivering services to the community
Work-life balance	we recognise the importance of balancing work and personal life
Modern equipment and safe working practices	ensuring you have the tools and support needed to do your job effectively
Employee discounts	access to a range of savings through Bright HR
Family-friendly policies	including flexible working, enhanced maternity pay, paternity and adoption leave, and support for work-life balance.