

Role Profile: Community Engagement & Events Officer

Shinfield Parish Council

Job Title: Community Engagement & Events Officer

Responsible to Chief Executive & Clerk

Hours Full-time

Salary Grade £31,537 - £34,434

Job Purpose

To improve the quality, reach, and impact of Shinfield Parish Council's engagement with residents, community groups, businesses, and partners by:

- Delivering the objectives of the Engagement Working Party
- Enhancing the Council's communications, both digital and in-person
- Increasing public awareness of, and participation in, Council activities
- Developing, managing, and expanding a high-quality community events programme
- Supporting councillors and officers in outreach and community visibility
- Ensuring the Council's communications are timely, accessible, inclusive, and professionally presented

This role is central to building trust, raising the Council's profile, and strengthening community cohesion across all communities within the parish.

Key Responsibilities

Community Engagement

- Deliver the Engagement Working Party's action plan, including:
 - Increasing attendance at Council meetings
 - Improving resident participation in consultations, surveys, and local democracy
 - Developing outreach opportunities including drop-ins, pop-ups, and community listening events
 - Expanding engagement with young people, under-represented communities, new residents, and minority groups
- Build strong relationships with community organisations, schools, cultural groups, sports clubs, local businesses, and statutory partners.
- Develop new approaches to reach residents who may not typically engage with the Council.
- Attend community activities and events as a representative of the Parish Council (including some evenings/weekends).

Communications & Digital Engagement

- Support the Council's social media presence across platforms (e.g., Facebook, Instagram, LinkedIn, TikTok as appropriate).
- Assist with the production of the annual hard copy newsletter and other periodic hard copy communications etc.
- Produce clear, engaging, accessible communications including:
 - News updates
 - Consultation promotions
 - Public notices
 - Videos, reels, and visual content
- Ensuring community engagement and events content on the council's website is accurate, well-structured, and easy to navigate.
- Create and manage a content calendar aligned with Council priorities and community needs.
- Prepare press releases and support the Clerk with media relations in relation to community engagement and events.

Community Events Programme

- Lead the Council's events programme including planning, delivery, promotion, and evaluation.
- Manage assigned events to include:
 - Annual Parish Meeting
 - Remembrance Sunday
 - Christmas lights and associated activities
 - Art Exhibition (supporting the Media and Communications Officer)
- Develop new events and initiatives that reflect local needs and Council priorities.
- Produce event documentation including risk assessments, site plans, safety procedures, and stewarding plans.
 - Ensuring that all relevant officers, members and third parties are briefed as appropriate
- Liaise with external suppliers, performers, contractors, food traders, and community groups.
- Manage event budgets and track expenditure.
- Ensure all events comply with relevant legislation, insurance, licensing, and health & safety requirements.

Consultation & Research

- Develop and run surveys, consultations, polls, and feedback mechanisms.
- Analyse engagement and event data to produce reports for Councillors and management.
- Track engagement KPIs including social media reach, meeting attendance, consultation responses, and demographic spread.
- Support evidence-based decision-making by providing insight reports.

Supervision of Youth Workers

- Supervise the existing youth worker team
- Support and develop the new youth worker for teenagers role

Administrative & Corporate Responsibilities

- Prepare reports for the Engagement Working Party, ACE Committee and Full Council.
- Support Councillors with materials, briefing notes, and event attendance lists.
- Maintain accurate records, permissions, and compliance documents.
- Uphold the Council's values of inclusivity, transparency, and community service.
- Any other duties reasonably required by the Clerk in line with the responsibilities of the role.

Person Specification

Essential Skills & Experience

- Experience in community engagement, events, communications, or related fields (public, charity, or private sector)
- Strong written and verbal communication skills
- Ability to plan and deliver events of varying scales
- Confident using social media and digital tools for professional communication
- Ability to build positive relationships with a wide range of people
- Experience of working with volunteers, community groups, or stakeholder organisations
- Strong organisational and project-management abilities
- Flexible availability, including some evenings/weekends
- Competence in designing simple graphics, posters, and digital content
- Understanding of or willingness to learn local government processes

Desirable

- Experience in local government, parish/town council, or community development
- Video editing or creative digital content skills
- Experience working with young people
- Knowledge of website CMS management
- Ability to analyse community data and produce reports
- Understanding of accessibility and equalities legislation

Key Competencies

- Community-focused mindset
- Creativity and innovation
- Professionalism and confidentiality
- Inclusivity and cultural awareness
- Problem-solving
- Ability to work independently and as part of a team
- Calmness under pressure, particularly at events
- Strong ethical standards and commitment to public service