

INTRODUCTION

As the CEO of the Devon Association of Local Councils, I'm proud to lead our small team as we work with parish and town councils in Devon to support them in serving their communities and advocating for them as the first tier of local government.

I'm delighted to be supplementing the team with a new role of Communications Officer for DALC, and looking forward to working with the successful candidate as part of our friendly staff team. The post-holder will play a valuable role supporting our member councils by keeping them informed and helping them access important services and resources, especially at a time of significant change with local government re-organisation. As such, we're looking for someone who can develop our brand, build our relationships with our member councils and other partners, and explore new ways of reaching out to those we work with.

Communications, including our digital platforms, have been identified as a way of delivering our strategic vision (devonalc.org.uk/about-dalc/our-strategic-plan/); our Communications and Digital Strategies explore this further and your role will be critical to delivering those strategies.

As well as delivering our existing communications to members and external partners, the role will also include the development of new and improved communications so we're looking for a creative, self-motivated individual with ideas for how to engage both internal and external stakeholders alongside the ability to create and deliver those communications as part of a regular communications plan incorporating video, social media, email marketing, and more.

A significant project for the post-holder will be leading on the development of a new DALC website to improve the user experience for our members and streamline our administrative systems so the website acts a single source of information, managing training bookings, publicising our events, keeping members up to date, and linking to our publications.

This is an exciting opportunity to lead on developing our brand and communications, in line with our Communications and Digital Strategies (below), to help DALC grow into our next stage. I believe this role will make a significant difference to DALC, giving us a fresher voice and ensuring members can access services which meet their needs.



Rebecca Walker
Chief Executive Officer

For more information about the role or process, please do not hesitate to get in touch with Rebecca Walker at rebecca@devonalc.org.uk or on 01392 241131 *201

MORE INFORMATION ABOUT THE ROLE

This is a part-time role, of 24 hours a week. Hours worked will need to align to our core business hours and with other staff members, although some flexibility may be possible. Occasional evening or weekend work may be necessary in agreement with your line manager.

This is a hybrid role, based in Devon, which allows for some home working. Attendance will be required in the office at least one day a week, as well as with an in-person Team Day once a month, to support team development. You will also be expected to attend other in-person events around Devon as necessary such as the annual DALC Conference, face to face meetings, briefing events or cover for other staff. You will be provided with a laptop to support home working.

Annual Leave: DALC offers 25 days of annual leave, plus bank holidays (pro-rata). With 5 years continuous service, this rises to 28 days of annual leave, plus bank holidays (pro-rata).

Our office closes over Christmas so cover is not required, allowing staff to use their annual leave to spend the break with their families.

Pension: DALC is a member of the NEST pension scheme which is a contributory scheme for both employers and employees.

Expenses: you will be able to claim any travel, mileage, and subsistence expenses incurred by you in carrying out of your duties and beyond regular attendance at the DALC office.

Employee Assistance Programme: DALC staff have access to an Employee Assistance Programme through our National Association.

Person training and development. DALC will expect and support your necessary agreed training and development, and will meet all course and examination expenses

DALC reserves the right to vet part-time work carried out elsewhere to ensure alignment with our values.

DALC is an equal opportunities employer, and our Equality and Diversity Policy can be read here: <https://devonalc.org.uk/wp-content/uploads/2025/11/HR15-Equality-and-Diversity-Feb-2022.pdf>

OUR APPLICATION PROCESS

To apply for the role, please provide a copy of your CV along with a covering letter that must:

- explain why you are interested in the role
- demonstrate a track record in the field
- include an example of your ability to deliver a creative communications campaign
- not be written with the use of artificial intelligence (AI)
- be no more than 2 pages long
- include details of two referees, with an indication of whether we can contact them now or whether we would need to wait until an offer is made.
- please indicate on your CV any employment gaps and reasons

Please note, we will not be using AI to assess applications.

Following the closing date, a member of our team may contact you for a short conversation prior to interview.

An assessment centre will be held on Thursday 8th January at our offices in Cheriton Bishop followed by on-line interviews, with a decision expected by Thursday 15th January.

If you are invited to the assessment centre, you will be asked to provide a confidential medical form in a sealed envelope. It will only be accessed if we are considering making an offer.

If, very unusually, we haven't contacted you by the end of January 2026 then regretfully you have not been successful on this occasion.

Further information will be provided nearer the time of the assessment centre, along with a schedule for the day.

Please send your CV and covering letter to: Rebecca Walker, rebecca@devonalc.org.uk by 10pm on Sunday 7th December.

Closing date: 10pm, Sunday 7th December.

JOB DESCRIPTION

Position Title	Communications Officer
Reporting to	Chief Executive Officer
Hours	24 hours per week
Duration	Permanent
Location	Hybrid
Salary	SCP 18-23 (£31,537 – £34,434) pro rata.
Based in	Devon

JOB PURPOSE

To develop, manage, and maintain a communications plan including both internal communications to members and external communications through various methods including email marketing, website, and social media. The role will also involve management and maintenance of the DALC website including leading a project to develop a new website to improve user experience and streamline administrative tasks.

DUTIES AND RESPONSIBILITIES

The main duties of this role are listed below, but it is in the nature of the job that each activity will have its own responsibilities and demands, requiring discretion and respect for confidentiality.

The post-holder will:

- Lead on the development of a new website to improve member experience, incorporating administrative services to ensure a single source of information. This will include identifying and working with appropriate developers or suppliers.
- Be responsible for the ongoing creation and publication of content for the website (existing and new) to cover news stories, new events, articles, blogs etc. as required.
- Provide ongoing website maintenance and management, assisting other staff and website users where needed.
- Act as a centre for excellence for the staff team for communications and digital platforms.
- Maintain all necessary records or to ensure that such records are maintained, in line with GDPR; including but not limited to membership data and contact information.
- Track and report on website use, social media engagement, and engagement with other forms of communications to aid targeted campaigns and understanding of the member journey
- Use surveys and other engagement tools to learn more about membership needs and to gather evidence to deliver new and ongoing projects
- Develop DALC's brand and voice - to include to include a company rebrand and launch of new logo.
- Create and publish relevant, high-quality content in various formats based on a planned, regular publishing schedule including delivery of weekly e-bulletins to ensure members stay informed and able to access services easily.
- Develop and manage social media platforms as necessary to raise awareness of the parish and town council sector and DALC as an organisation.
- Create and nurture relationships with our member councils to drive engagement with the organisation and provide opportunities for knowledge sharing within the membership.
- Ensure consistent tone of voice, brand look, and feel of content in all DALC communications

- Assist in the organisation of DALC's annual conference, leading on communications and promotion. Expected to attend the conference and promote through various channels.
- Ensure cyber security best practice and incorporate web accessibility guidelines where possible.
- Act as a rotating deputy alongside other staff members to bolster company resilience and business continuity (following appropriate development)
- Represent DALC when required at meetings with member councils and other bodies.
- Keep skills and knowledge up-to-date by attending training, reading sector publications, communicating with other sector professionals and/or training providers.
- Develop a working knowledge of the broad aspects of the office activities and to assist with cover for annual leave, etc., as required.
- Carry out other such duties as may be directed by the Chief Executive Officer from time to time in pursuance of DALC's aims and objectives as required.
- Work reimbursable hours including public and bank holidays as may be necessary for the completion of the duties outlined above, in agreement with the Chief Executive Officer

PERSON SPECIFICATION		
Requirements	Desirable or Essential	Method of Assessment
Knowledge & Experience		
Experience in a similar role	Essential	Application/Interview
Track record of delivering similar work	Essential	Application/Interview
Member service environment	Desirable	Application/Interview
Understanding of digital marketing	Essential	Application/Interview
Commercially aware	Essential	Application/Interview
Knowledge of MS Office 365 applications including Excel and Forms	Essential	Application/Interview
Knowledge of software such as Canva, Mailchimp	Essential	Application/Interview
Managing websites/social media platforms	Essential	Application/Interview
Knowledge of video-editing and uploading, including YouTube.	Essential	Application/Interview
Skills		
Strong organisation and time management	Essential	Application/Interview
Advanced data/document management	Essential	Application/Interview
Excellent verbal and written skills	Essential	Application/Interview
Strong interpersonal skills and professionalism	Essential	Application/Interview
Accuracy and attention to detail	Essential	Application/Interview
Judgement, tact, discretion and confidentiality	Essential	Interview/References
Other requirements		
Ability to travel occasionally throughout Devon with own car & a clean driving license	Desirable	Application
Higher education/degree level qualifications	Desirable	Application
Adaptability (changing roles/responsibilities)	Essential	Application/Interview
Proactive/self-motivated	Essential	Interview/References
Commitment to exceptional customer relationships	Essential	Application/Interview
Working collaboratively in a small team	Essential	Application/Interview
Contributing to a positive work environment	Essential	Application/Interview

DALC COMMUNICATIONS STRATEGY

Our Communications Strategy aims to build on DALC's Strategic Vision by using various methods of communication to:

- Raise awareness of our services to highlight the benefits of DALC membership, and ensuring that existing members can easily access the advice, training, and resources on offer so they can strengthen their knowledge and skills.
- Keep DALC members up to date with information and support to promote effective governance and help them to achieve their goals for their community.
- Increase understanding of the parish and town council sector with external bodies and highlighting DALC as a potential partner for strategic and commercial work.
- Provide opportunities for knowledge sharing and engagement between our membership and with external bodies to promote best practice and collective problem-solving.
- Build relationships with, and between, our members, as well as external bodies to enhance collaboration, address common challenges, and provide opportunities for advocacy.

DALC DIGITAL STRATEGY

DALC's Digital Strategy builds on DALC's Strategic Vision by ensuring that our digital services and communications can be accessed smoothly and securely. We aim to:

- Develop a strong online presence amongst our membership and relevant external partners including a website which is professional and user friendly – ensuring a smooth and intuitive user experience.
- Engage in active use of email marketing, social media, and other channels to raise awareness of the parish and town council sector and relevant issues, focused on keeping existing members engaged and informed, and attracting new members or partners.
- Automate tasks in order to streamline DALC's administration, developing a single source of information to improve user experience and allowing staff to prioritise critical tasks,
- Integrate cyber-security by adopting a secure by design approach, prioritising data protection, and raising security awareness across the team and membership along with an understanding of the importance of business continuity.
- Recognise the diverse needs of users, including those with visual, auditory, motor, and cognitive impairments and incorporate these in the design of an accessible website and all ICT support to ensure all members are able to access the information that they need.