

Sevenoaks District Council Council's Communications Team

Prepared for the Strategy and Performance Advisory Committee Members' working group
November 2013

The Team consists of:

- Communications Manager (Full time)
- Communications Officer (Full time)
- Communications and Policy Assistant (works 0.2 days a week for Communications)

In addition, the team has ad hoc graduate interns paid expenses only.

The team reports to the Head of Transformation and Strategy.

Main responsibilities:

- Media relations - issuing news releases, fielding Council media enquiries, media briefings, developing relationships with local reporters and editors, media planning
- Overall management of the Council's main website www.sevenoaks.gov.uk
- In Shape magazine and other publications, including Council Tax and business rates leaflets
- Campaigns and promotions
- Managing the Council's social media platforms - Twitter, Facebook, Pinterest and LinkedIn
- Corporate consultations i.e. the recent resident survey (October 2013) and budget consultations
- Managing the Council's public notices arrangements and BT book adverts
- Media monitoring, including press cuttings, and comms performance monitoring
- Communications Strategy and specific communication plans
- Annual Communications Planner
- Visual identity guide
- Overall management of inSite the new intranet (until recently this was managed by IT)
- grapeVine, internal e-mail newsletter for Council staff with access to a PC
- Direct News, internal paper-based newsletter for manual workers based at Dunbrik
- Managing the photographic database
- Managing Language Line, telephone interpretation service

Annual budgets managed by the Communications Team

Communications budget: £147,000

Consultation budget: £3,000

Public Notices budget: £22,000 (recharged to departments who require public notice advertising)