

Proposal for the Role of a Communications/Press Officer for Stonehaven and District Community Council

Introduction

Effective communication by Stonehaven and District Community Council (CC) is vital for community engagement, transparency, and trust. A Communications or Press Officer (CO/PO) for the CC will ensure the council's messages are precise and impactful. Articulating the CC purpose to the community is essential to foster understanding of its role and aims which this role may help. The function will also be a key support to the Chair of the CC.

With the SSEN Planning Application outcome imminent, the author recommends that the Community Council take an initiative-taking stance to protect Stonehaven and maximize community benefits from this development. This approach should ensure that any actions taken by the CC are solely for the benefit of the Stonehaven and District community.

Let's get on a war footing!! 🧯 ⚠️

Again, based on this, effective communication of progress and changes during this time is crucial for garnering support and this role would be a key part of this process.

This high-level proposal, intended solely for discussion, delineates the responsibilities and potential benefits associated with this role.

Role Overview

The CO/PO will function as the primary liaison between the CC and its stakeholders, including residents, local businesses, media outlets, and partner organizations. This role will focus on crafting and sending key messages, managing communication channels, and enhancing the council's public image.

Key Responsibilities

- **Strategic Communication Planning**
 - Develop and implement communication strategies aligned with the council's goals, such as promoting community initiatives, policy changes, and public events.
 - Ensure consistent messaging across all platforms, including social media, newsletters, press releases, and the council's website.
- **Media Relations and Public Engagement**
 - Serve as the primary contact for media inquiries, draft press releases, and coordinate interviews to ensure exact and positive coverage.
 - In conjunction with fellow council members organize public relations events, such as town halls or community consultations, to foster dialogue and gather feedback.
- **Content Creation and Management**
 - Produce high-quality content, including articles, reports, speeches, and multimedia materials, tailored to diverse audiences.
 - Monitor and manage the council's social media presence, responding to comments and addressing concerns promptly.

- **Crisis Communication**

- Develop and implement crisis communication plans to address sensitive issues or negative publicity, ensuring the council's reputation stays intact.

Benefits of the Role

- **Enhanced Community Engagement:** Fostering open communication will enable the council to build stronger relationships with residents and stakeholders.
- **Improved Public Image:** Consistent and professional communication will enhance the council's reputation and credibility.
- **Efficient Crisis Management:** A capable officer will ensure prompt and effective responses to sensitive issues, minimizing potential damage.
- **Increased Transparency:** Regular updates and clear messaging will keep the community informed and involved in council activities.

Summary

The establishment of a CO/PO will significantly boost the council's ability to connect with the community, manage its public image, and respond to challenges effectively. This role stands for an investment in the council's future, ensuring it is still a trusted and transparent institution which stands for Stonehaven and District for now and the future.

The author recommends a further discussion to refine the role's scope and align it with the council's strategic priorities and request that this be an Agenda item at the next Business Meeting of the CC.

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03/02/25