



28/04/2025

Sudbury Town Council – Information & Administration Officer

We are seeking a highly competent administrator, with excellent customer service skills, who wishes to develop their career in local government by assisting the Town Clerk and other managers in the day-to-day administration and promotion of all council activities and the operation of our Tourist Information Centre. You will need to be an excellent communicator and team player who possesses a high level of attention to detail.

Sudbury Town Council is based at The Town Hall and is dedicated to serving the town. We are the 'grassroots' tier of local government as we are close to the local community and committed to delivering projects, services and events that make Sudbury a better place to live, work and visit. It provides an interesting, challenging and rewarding working environment, with the opportunity to develop and widen your existing knowledge and skills. We are working to make the Council resilient and so we are looking for a flexible, enthusiastic person who is adept at partnership working.

The Information & Administration Officer is a full-time role working 37 hours per week, based in our Tourist Information Centre and council offices, both based at Sudbury Town Hall.

We welcome applicants from a wide range of backgrounds who can demonstrate that they have been successful in their careers to date.

If you wish to join a high performing, values-based organisation serving the local community, please see the job description attached and submit your CV with a covering letter detailing your suitability for the role to the Business Manager:

E: rachel.price@sudbury-tc.gov.uk

If you have any questions about the role and would like an informal discussion, please get in touch with Rachel on:

T: 01787 275772



Job description and Person Specification

Role: Information & Administration Officer

Contract type: F/T 37hrs / week

Typical week will be 3 days customer facing in the Tourist Information Office and 2 days of general office work, both based in Sudbury Town Hall. Working from home is not possible for this role.

Salary: SCP6 currently £25,183 p.a.

Reports to: Business Manager

Application Deadline: Monday 19th May, 12pm

Interviews: We hope to hold interviews on Wednesday 21st May.

Job purpose

- To support the Town Clerk and other managers in the effective delivery of Sudbury Town Council organisation and services.
- To work with the Business Manager to promote Sudbury's visitor economy through in-person, digital and print promotions, event delivery, guided tour programming and promotion of our Tourist Information service.
- To work as part of the administrative team to ensure that the Town Council meets its aims, objectives and purposes.
- To work flexibly in providing administration services across the Town Council as required.

Information Officer (visitor economy) duties:

- To operate the public information desk in the Town Hall, giving visitors advice on tourist opportunities in the local area and signposting residents to Sudbury Town Council services.
- To schedule regular and engaging social media and blog content to promote Sudbury's visitor assets.
- To be responsible for keeping Sudbury Town Council's website and local events listings up to date and promote our events through a range of channels (e.g. local press and Visit East of England).
- To work with the Business Manager on planning, delivering, and evaluating a range of public events managed by Sudbury Town Council. These include, but are not limited to



specialist markets, fairs, guided tours, workshops, talks and national events, campaigns and Awareness Days (e.g. Heritage Open Days).

- To work with the Business Manager to identify and apply for funding to support events and initiatives.
- To attend the South Suffolk Culture Group which encourages partnership working with Sudbury Cultural and Heritage organisations.
- To actively seek and pursue opportunities to promote Sudbury outside of the Tourist Information Centre. This may include arranging the delivery or collection of promotional materials to other UK tourist destinations.
- To promote tourist visits to Sudbury with an emphasis on bringing business into the town centre.
- To promote and 'upsell' our monthly guided tours and all events happening in Sudbury.
- To sell items of benefit to tourists or of particular significance to Sudbury, including associated stock control, recording and reconciliation of sales data.
- To maintain up-to-date information about Sudbury on all tourist websites and social media platforms, as well as maintaining suitable stocks of physical leaflets, publications and posters.
- To signpost residents / visitors to the correct member of staff or page on the website when enquiring about Sudbury Town Council's business which covers (but is not limited to) Sudbury market, Sudbury cemetery, allotments, town and civic events, Town Hall Assembly Room bookings, Mayoral enquiries etc.
- Portraying a positive image of Sudbury Town Council and its partners. This requires staff to be polite, clean and smartly dressed at all times.

Administrative duties:

- To take responsibility for any administrative tasks and services allocated by the Town Clerk or the other managers.
- Operational business support including reading, responding to and drafting of correspondence, drafting of minutes and reports, entering data to the council's software and databases.
- Dealing with all enquiries through the website contact form, email phone and face to face, accurately signposting and giving advice to the general public.
- Supporting the delivery of the Town Council's services of markets, cemetery, Information Centre, Town Hall, room hire, events and support to local business and local tourism.
- Supporting the Business Manager in delivering projects to boost the local business and



visitor economy.

- Other general administrative support to the council.

General Duties:

- To attend relevant training courses as may be required by the Council.
- To work as safely as possible having regard to other members of staff and the public in accordance with all risk assessments and the Health and Safety at Work Act 1974. This includes wearing and using all protective equipment supplied by Sudbury Town Council and engaging constructively with any vaccination or public health measures recommended by the government.
- Helping with seasonal events including operating stalls, dressing up and helping to promote the spirit of the event.
- To provide cover for other Administrative Officers and Information Staff in their absence or as directed by the Town Clerk or other managers.
- To work closely with the Town Clerk and Managers to ensure that the organisation operates effectively across all services.
- Any other duties commensurate with the role and grade at the direction of the Town Clerk.
- **Staff managed** - apprentices when and if appointed.
- **Indirect responsibilities** - Contribution to any other roles in the Town Council including operational support at events.

Working hours:

Standard working hours for this role are: 9am – 5pm Monday – Thursday, 9am – 4.30pm on Friday. The Tourist Information Office is open 6 days a week Monday – Saturday, so occasional Saturday cover (holiday and sickness) will be expected as part of this role. This role also requires a commitment of working at least four Sundays / Bank Holidays per year, paid at x2 time to provide operational support for Sudbury Town Council's Public events programme.



Person Specification

- It is essential that you have a passion for Sudbury and are familiar with everything the town has to offer to visitors and residents.
- Excellent customer service skills and enjoys talking to and advising members of the public.
- You will be confident in creating engaging social media and blog content to promote Sudbury.
- Excellent verbal and written communication skills.
- Take initiative and work well as part of a team.

Knowledge and skills (Essential)

1. Knowledge of the tourism / visitor economy sector.
2. Customer service and advisory skills and experience.
3. High standard of oral and written communication skills.
4. Excellent IT skills including the use of Microsoft Applications including Outlook, Excel, Word, Forms and Teams.
5. Ability to manage priorities and meet demanding deadlines.
6. Collaborative approach to problem solving.
7. Good understanding of systems and processes.

Knowledge and skills (Desirable)

8. A good understanding of event organisation and promotion.
9. Evidence of further professional development and/or relevant professional qualification
10. Good understanding of social media marketing
11. A good standard of general education.
12. A good understanding of the work of local authorities
13. A good understanding of the work of Sudbury Town Council
14. Understanding of the governance and regulatory framework as it applies to the Town Council.
15. Ability to manage priorities and meet demanding deadlines.

Experience

1. Demonstratable experience of using a range of social media platforms as a



promotional tool.

2. Demonstratable experience in a customer-facing role
3. A record of working in an office / reception environment with responsibility for completion of administration tasks to a high standard.
4. Experience of creating dynamic and engaging marketing content both online and in print.
5. Experience of using graphic design software (e.g. CANVA) to create impactful promotional campaigns.
6. Experience of supporting service users/ internal/external stakeholders and partnership working.
7. Experience of working in a public sector organisation (desirable).
8. Experience of working within a politically led context (desirable).

Personal qualities

1. Highly principled and with personal integrity
2. Positive 'can-do' attitude
3. An ability to work under pressure.
4. Decisive and assertive while diplomatic
5. Consultative and innovative
6. Committed to democratic, transparent and accountable processes
7. Good negotiating skills