

15th November 2022

Vacancy for Events and Marketing Officer

Thank you for your interest in the above vacancy at Stone Town Council.

I have attached copies of the job description and person specification for the post. Please ring me if you would like to have an informal discussion about any aspects of the role.

We are looking for an enthusiastic and experienced individual to join our team to focus on marketing Council events and facilities, and supporting the organisation and operation of town and civic activities. The Council currently operates two community centres and various town markets, and is planning to open a new heritage centre next year. We also organise a wide range of town centre and civic events, ranging from “Stone by the Sea” to the annual Christmas lights switch-on evening to Remembrance Sunday, plus many others.

The post is part-time, 23 hours per week. We would expect the successful applicant to be based in the Town Council’s offices for 20 of these hours, spread throughout the week, with the remaining three hours accumulated to cover attendance at events etc.. The Council would be willing to discuss working patterns in order to meet both the Council’s needs and those of the person appointed, but a flexible overall approach will be needed, particularly in order to attend events which may take place in the evening or at weekends. It is essential that the person appointed will be able to accommodate this flexibility.

Applications should be made online via the form which can be accessed on the Council’s website at www.stonetowncouncil.gov.uk. This online form must be completed in one sitting, as there is no option to save a partially completed form. I have therefore included a pdf form in this pack for reference, so that you are aware in advance of the questions that you will be asked and can prepare accordingly. Please ensure that you do not submit the attached form to the Council, or any other forms of application such as a CV, as only applications submitted via the Council’s online form will be considered. If you are unable to complete the online form, please contact me to discuss the best way for you to apply.

The closing date for applications is midnight on 4th December 2022, with interviews expected to be held in the week commencing 12th December 2022.

I look forward to receiving your application.



Les Trigg
Town Clerk

Post Title: **Events and Marketing Officer**

Reporting to: **Town Clerk**

Date: **November 2022**

Job Description

Salary

SCP 18-20 - £27,344-£28,446 per annum (pro-rata)

£16,991 - £17,683 per annum approx. based on a 23 hour week

(Salary figures include the anticipated April 2022 pay award, which is currently awaiting formal approval. Final figures will be confirmed prior to appointment.)

NOTE: The post will require regular, 20 hour per week, attendance at the office spread throughout the week, with the remaining 3 hours per week accumulated to provide for attendance at out-of-hours events.

Job Purpose

Responsible to the Town Clerk for the marketing of the Town Council's facilities and events, the organisation of these events and other activities, and for deputising in the absence of the Stone Heritage Centre manager. The Marketing & Events Officer is also expected to assist with any aspect of the Town Council's work required to ensure the smooth operation of the Council.

Supervisory Responsibilities

There are no staff reporting directly to the Marketing & Events Officer, but the postholder will be expected to supervise any staff or volunteers working at the Stone Heritage Centre whilst deputising for the Heritage Centre Manager.

Duties and Responsibilities

1. To publicise, market and take bookings for Town Council facilities, including the Frank Jordan Centre, Stone Station Community Centre and Stone Heritage Centre, in order to maximise their usage.
2. To publicise, market and support regular Town Council events, such as the Town Market and other markets, to maximise both the number of traders renting stalls and attendance by the public.
3. To publicise, market and support one-off and annual Town Council events such as the Music Festival, Stone-by-the-Sea and the Christmas Light Switch-On.
4. To assist in the organisation of town events, and to attend events as required. (NOTE: Attendance at events may be in the evening or at weekends.)

5. To maintain a Facebook page dedicated to Town Council news and events, and to use other social media as appropriate for Town Council marketing and publicity.
6. To review the format of the Council's website and to contribute to the website as necessary for the publicity and marketing of town events, activities and facilities.
7. To assist the Assistant Town Clerk (Democratic) with the organisation and publicity of Mayoral events.
8. To deputise in the absence of the Stone Heritage Centre manager (NOTE: This may require working additional hours, due to the requirement for the Centre to be open at specific times).
9. To draft press releases and deal with day-to-day correspondence for the Town Clerk as required.
10. To undertake clerical duties, including answering the telephone and dealing with queries, as part of the Council's office team.
11. To undertake such duties as may be reasonably requested by the Town Clerk including covering the work of other staff where necessary.

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Person Specification

Competency	Essential	Desirable
Education, professional qualifications and training	<p>High level of literacy</p> <p>5 GCSEs including English</p> <p>Level 3 qualification (A level or equivalent) in a relevant area</p>	<p>GCSE Mathematics</p> <p>Further training or qualifications in a relevant area</p>
Abilities: Practical and Intellectual skills	<p>Ability to work effectively on your own and in a team</p> <p>Experience of producing marketing materials</p> <p>Experience of organising events</p> <p>Experience of dealing with the public</p> <p>Experience of managing small projects</p> <p>Computer literacy, particularly Microsoft Word and Outlook</p> <p>Familiarity with social media software and its use for publicity purposes</p> <p>Ability to communicate confidently and effectively both orally and in writing</p> <p>Excellent organisational skills</p>	<p>A working understanding of local councils</p> <p>Experience of dealing with the press</p> <p>Experience of developing websites</p> <p>Ability to use graphic design software</p>
Circumstances	<p>Willingness and availability to attend and support events, which could be in the evening or at weekends.</p>	<p>Current driving licence</p>

Events and Marketing Officer

Contact Details

1. Full Name

2. Address

3. Telephone Number

4. Email Address

Career Background

5. Previous Employment – Please indicate employer and details of post held with dates and reasons for leaving. Start with your current or most recent employment and work back, explaining any breaks in employment.

6. Education and training – Please show courses studied, any qualifications received and where you undertook the study.

7. Other evidence to support your application – Please provide further details to support your application, including a clear explanation of how you meet the person specification for the post and your reasons for applying.

Other Information

8. Do you hold a current driving licence

Yes

No

9. Will you require any specific arrangements when attending interview?
If so, please give details.

10. Are you authorised to work in the UK?

Yes

No

11. Is there any other information that you would like to pass on to the
selection panel (e.g., dates when you may be unavailable for
interview)?

12. Please list two references who are not related to you, one of which should be your current or most recent employer. Provide their name, phone number, email, and relationship to you. Please note that the Council will not contact referees unless you are selected for interview.

Submission

By submitting this form, you are confirming that:

- You wish to apply for the named post with Stone Town Council.
- To the best of your knowledge, the information on this form and the uploaded files is correct.
- You consent to your named referees being contacted if you are selected for interview.
- You understand that this data is being collected for job applicant selection purposes, and consent to the storage of this data by the Council in accordance with its privacy policy, which can be viewed at www.stonetowncouncil.gov.uk.

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