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**Meeting:** Human Resources Committee Item 4.5

**Date:** 23rd March 2021

**Author:** Charlotte Starkie, Town Clerk

**Subject:** Recruitment of a Marketing, Communications and Engagement Officer

## 1.0 Purpose of report

- 1.1 To update Councillors of the steps taken to develop the Marketing, Communications and Engagement Officer role and to agree to recruit. This committee has delegated authority via Standing Orders to recruit members of staff.
- 1.2 To agree a recruitment process.

## 2.0 Background information

- 2.1 A proposal was supported at the meeting on 29<sup>th</sup> September 2020 to recruit a full time Marketing and Communications Officer from 1<sup>st</sup> April 2021. The proposal was submitted as part of the budget setting process and agreed at full council on 13<sup>th</sup> January 2021. A budget of £42,000 has been created for full salary, on costs (NI, pension), training etc. A report was brought to a meeting on 9<sup>th</sup> February 2021 and a request was made to consider an amendment to some of the aspects of the position, before it could be supported. The request was to Include within the role of Marketing and Communications an element of community engagement with the residents and businesses of Shepton Mallet and also see if the role could be combined with that of part time Grants and funding officer.
- 2.2 The purpose of the role is to deliver a range of communications and engagement from the town council to a wide range of stakeholders, using a variety of methods and on various platforms. The post holder will be active in all communication from the town council to support the delivery of the ambitious projects that the council have started to deliver, and will work closely with the Town Clerk and Project Officer. They will also support the newly formed People and Promotion committee by championing the town to others, whether that be to tourists or other towns and to manage events, activities and Initiatives such as public consultation.

2.3 It is recognised that the role of part time grants officer is slightly different and a separate budget was agreed in September to support a role of approximately 1 day a week. There is an element of overlap in the roles, in that the marketing, communications and engagement officer would be able to assist in writing strong bids for funds, but the role of the grants officer would be to align any of our projects with grant funders, to be aware of applications timetables, and to start the application process, producing evidence to support applications, as well as giving timely updates and reports that satisfy the criteria of awarding bodies. The Town Clerk believes that these are 2 distinct roles and would like to recruit for the full time Marketing, Communication and Engagement role, and then turn attention to recruiting a part time grants/funding officer.

### **3.0 Recruitment Process**

3.1 The Town Clerk has prepared the attached Job Description (Appendix A). There is a kind offer from a local with extensive experience to assist with the interview process, by setting questions and attending the interview and advising on the most successful candidates. The Town Clerk is most grateful for this support. It is worth noting that the numbers of people who are applying for work in general has increased substantially and therefore the council must be prepared to give more time than normal to the shortlisting process. Also to note that the shortlisting will have to be done electronically and not in paper form.

3.2 Subject to supporting this revised JD, a recruitment process will follow to span a 6-week period. This will include advertisement, application and shortlisting. Shortlisting can be undertaken by the Town Clerk, the local expert and one other councillor, for the reason that information is confidential, the council is subject to strict procedures in relation to GDPR and there is skill in assessing application forms in quick succession (if we use a councillor they must be willing to undertake a significant task if there are many applications, and this will be time consuming).

#### **Interview Panel**

3.3 It is proposed that the interview panel consist of Cllr Harrison, the Town Clerk, the local expert and 1 other councillor.

### **4.0 Financial Implications**

4.1 The available budget for the post is £42,000 to include salary and on costs. There are also recruitment costs of approximately £1,500 which will come from the office (admin) budget.

### **5.0 Recommendations**

5.1 For Councillors to note the report and agree to the recruitment process.

5.2 For Councillors to delegate responsibility to the Town Clerk to manage the recruitment process

5.3 For Councillors to nominate one councillor who will assist with the shortlisting process

5.4 For Councillors to consider and nominate a councillor onto the interview panel.

**SHEPTON MALLET TOWN COUNCIL  
Job Description and Person Specification**

**MARKETING, COMMUNICATIONS AND ENGAGEMENT OFFICER**

Salary and grade: SCP 24 to 28 (£28,672 to £32,234) subject to experience, and contributory pension in the Local Government Pension Scheme

Hours of work: 37 hours per week, regular weekly evening meetings/ and occasional weekend work

Contract: Permanent

Reporting to: Town Clerk

Location: Offices of Shepton Mallet Town Council, Somerset and flexibly, from home

Staff Responsibilities: No direct reports

**1.0 THE PURPOSE OF THE ROLE**

- 1.1 To work with councillors and members of staff to deliver the objectives of the town council, through engagement, collaboration and development
- 1.2 To develop strong working relationships with a number of stakeholders: internally with staff, councillors and contactors and externally with the residents, community groups, charities and organisations, businesses, all other tiers of local government and surrounding towns
- 1.3 To manage events and activities of the town council
- 1.4 To seek opportunities for grant support and to make strong bids for funds to deliver community projects
- 1.5 To plan, develop and deliver the internal and external communications with an emphasis on positive messaging for the purpose of raising the profile of the town council locally, and to raise the profile of the town to a wider audience
- 1.6 To translate ideas, projects and objectives into eye-catching, attention-grabbing engaging and targeted communication campaigns: print, visual and digital
- 1.7 To act as the council's press officer

**KEY TASKS**

**2.0 STRATEGIC VISION**

- 2.1 In response to the town council's vision, objectives and strategic priorities, to develop an innovative and multi-channelled communications strategy,

marketing strategy and branding strategy, that is supported by the appropriate policies

- 2.2 Implement these strategies and manage all marketing and communications activity to positively enhance and increase awareness within the local community, and develop new audiences of the Town Council's activities, services and facilities.

### **3.0 COMMUNICATIONS**

- 3.1 Work with the Town Clerk to improve communications, both internally and externally, to a range of audiences
- 3.2 Create high quality communications, marketing and promotional material and campaigns, that support the delivery of council projects and provide regular feedback to council on their effectiveness
- 3.3 Develop and manage the council's websites, including content and layout, as well as sourcing content from local groups and tourist related activities

### **4.0 STAKEHOLDER ENGAGEMENT**

- 4.1 Identify key stakeholders and build strong relationships to improve community engagement: residents, visitors, businesses, voluntary organisations, public sector organisations and schools, involving them in town council projects to develop a sense of pride in Shepton Mallet
- 4.2 Design and deliver public consultations, on a wide range of matters, to receive feedback on projects and the general performance of the council
- 4.3 Lead on event management of the council: Collett Festival, Remembrance any other event and activities that requires organisation

### **5.0 FUNDING BIDS**

- 5.1 To complete high quality written applications for external funds that support the town council's project ambitions

### **6.0 MEDIA MANAGEMENT**

- 6.1 Create high quality regular copy for the media, and handle reactive media enquiries
- 6.2 Establish and maintain regular contact with local, regional, national and specialist media, writing press releases, creating photo opportunities and organising press events
- 6.3 Identify and capitalise on opportunities to gain positive media coverage, and conversely to identify potential issues and respond appropriately

## **7.0 DESIGN AND CREATIVITY**

- 7.1 Develop the councils' web presence and ensure it is up to date, taking advantage of the latest digital technology
- 7.2 Take responsibility for the security, hosting and accessibility of the websites, to ensure they meet the required standards
- 7.3 Develop and manage the council's social media platforms
- 7.4 Be responsible for the design and production of all printed material and advertising, and ensure that it is effectively distributed and is visible locally
- 7.5 Design and develop newsletters and other written literature as required
- 7.6 Develop a library of stock photography and video content
- 7.7 Develop a What's On Guide (both on line and in print form)

## **8.0 REPUTATIONAL MANAGEMENT**

- 8.1 Advise all councillors and employees, through the adoption of relevant policies, on how to reduce reputational damage and to give a positive, corporate and democratic image

## **9.0 OTHER DUTIES**

- 9.1 To undertake other such duties as may be reasonably required, commensurate with this post, to support the operational needs of the council, including supporting other members of staff during holidays and sickness absences
- 9.2 To attend evening meetings and occasional weekend work and maintain a flexible approach to working hours
- 9.3 To carry out all duties in accordance with the Town Council's adopted policies
- 9.4 To actively support the council's policies in relation to Dignity at Work, Equal Opportunities, Disability Discrimination and the Health and Safety at Work Act 1974
- 9.5 To work as part of a multi-disciplinary team, but to also take responsibility and work on own initiative
- 9.6 To work positively with councillors and the staff team in a supportive and courteous manner
- 9.7 To actively and positively contribute to a personal development programme

- 9.8 To provide relevant training on communications, marketing and branding to other members of staff
- 9.9 To ensure that the Council's commitment to reducing its impact on the environment is adhered to

*This document is subject to regular review to reflect any changing operational needs of the council.*

**PERSON SPECIFICATION  
MARKETING AND COMMUNICATIONS OFFICER**

**SHEPTON MALLET TOWN COUNCIL**

	Essential	Desirable	Evidence
<b>Qualifications</b>			
Educated to degree level or holding a degree level marketing/communications related qualification	✓		Application Form
Arts or community engagement qualifications		✓	Application Form
<b>Knowledge and Skills</b>			
Strong literacy skills and the ability to use different styles for different audiences	✓		Application Form
Strong knowledge of media relations, managing reputational issues and risk	✓		Application Form and Interview
Knowledge of website development packages plus using databases, photoshop and desktop publishing packages	✓		Application Form and Interview
Ability to liaise with a variety of different stakeholders at all levels	✓		Application Form and interview
Proof reading skills		✓	Application Form
Ability to present complex data in a simple manner to a wide audience		✓	Application Form
Ability to work efficiently under pressure	✓		Application Form and interview
Ability to prioritise workload and deal with competing demands	✓		Application Form and interview
Working knowledge of local government, community engagement and the democratic process		✓	Application Form and interview
Digital platform, including social media and Apps, knowledge	✓		Application Form
A working knowledge of database systems and security, General Data Protection Regulations and website accessibility (in accordance with the 2018 regulations)	✓		Application Form
<b>Experience</b>			
Minimum of 8 years' experience in a similar sized organisation	✓		Application Form and Interview

Experience of devising and implementing marketing and communications strategies	✓		Application Form and Interview
Experience of working with the press and media	✓		Application Form and Interview
Proven experience of building and maintaining collaborative working with stakeholders and volunteers	✓		Application Form and Interview
Experience of managing small scale events		✓	Application Form and Interview
Experience of writing funding applications		✓	Application Form and Interview
<b>Behaviour and Characteristics</b>			
An interest in culture in the broadest sense including –music, theatre, arts		✓	Interview
A Can –Do attitude	✓		Interview
Organised approach to managing a busy workload	✓		Interview
Ability to work flexible hours, including evening meetings and occasional weekends	✓		Interview
A team player, service and public orientated, innovative, supportive, motivated, and flexible	✓		Interview
Commitment to continued professional development		✓	Interview
Aptitude for new technologies and computerised systems		✓	Interview
A full, clean driving licence and with access to own transport	✓		Application Form