



April 2021

VACANCY FOR A MARKETING, COMMUNICATIONS AND COMMUNITY ENGAGEMENT OFFICER

Dear Candidate

Thank you for your interest in our town and the position of Communications and Community Engagement Officer for the Town Council.

Shepton Mallet is an enterprising market town, rich in history and heritage and with a vibrant future. Ours is a well-connected, united community where residents, businesses and visitors feel equally welcome. The town boasts a wealth of talent and enterprise, across arts and culture, festivals, health and well-being, history and heritage, environment and sustainability.

Whilst our council and budget may be relatively small, we have great ambitions. It is our job to find ways of meeting them:

- as **ambassadors** for the town
- as **catalysts** for change, improvement and innovation
- as **facilitators** for investment, easing the process for change and improvement and removing obstacles where we can to make it happen
- as **enablers** to see and support the art of the possible and help others to do the same, and
- as **persuaders** in connecting people, partnerships and prospective investors

We need your help to achieve all of this and deliver our ambition for the town.

This is a brand new role which has been created to help deliver the vision of the council. You'll be starting with a relatively clean slate and if you enjoy a creative and strategic challenge this could be for you. You'll need to be a hands-on self-starter with the practical marketing and communications skills and experience to bring your creativity and ideas to fruition. What we can give you in return is a great opportunity to enhance your career and marketability in the future.



The council team is small, headed by a full time Town Clerk and supported by two part-time Assistant Town Clerks, one looking after the planning function and with responsibility for operational amenities, the other managing the finances and HR matters. There is a full time Project Officer and a part time Democratic Support Officer. The Chairman of the council is elected on an annual basis and provides leadership and support to the staffing team, as well as engaging with councillors and members of the public.

There is a flexible approach to hours and location of work; clearly Covid 19 has forced us to work differently and largely remotely, and the council is currently using Zoom for its meetings.

The job role is clearly defined in the attached Job Description. If you think you could be the right person for the role and would like to work in a friendly and exciting organisation, we would love to hear from you.

If you'd like an informal chat before you submit your application please contact me, Charlotte Starkie, on 0800 061 4089. Otherwise please send your completed application form and any additional material you think is relevant to c.starkie@sheptonmallet-tc.gov.uk by noon on Monday 10th May 2021. Please mark your email Confidential.

Interviews will take place on Zoom in the week of 17th May 2021 and there might be second interviews. If you don't receive an invitation to interview, please assume that you have been unsuccessful in the process.

In accordance with GDPR the council will hold your personal records in relation to this job application only; if you are unsuccessful in the recruitment process we will destroy your details within a month of the closing date.

Yours faithfully

Charlotte Starkie
Town Clerk

Attached:

Job Description and Person Specification
Application Form
Investing in Shepton's Future: Town Plan



Shepton Mallet Nub News recently hit 60,000 page views on our site. To mark this occasion, we wanted to write an article that celebrated all things Shepton. Shepton Mallet is a town that has, in the past, felt a bit down on its luck – but things are changing.

A positive vibe is returning, with more people than ever before coming together to unite the community and create social cohesion. The town lies on the route of the Fosse Way, the principal Roman road into the South West, and history still sits at the heart of Shepton. There are 218 listed buildings in the town including the market cross that dates back to the 1500s and the 10th century church. There are a number of fine houses in the older parts of Shepton around Lower Lane and Leg Square, as well as the outlying hamlets such as Bowlish and Charlton.

A newer addition to the town is the Rock Flock, the stone sheep on the Cannard's Grave roundabout, and Shepton Mallet retains a strong character as a small market town and place to live.

For many years the town was the centre of production for a number of leading UK brands, all locally founded, including fashion house Mulberry, cider maker Brothers, and sparkling wine Babycham. It is also known for hosting major events, with the Mid Somerset Show in town, the Bath and West Show just outside and, of course, the Glastonbury Festival just down the road in Pilton.

Ask the people of Shepton what the best thing about living there is, and you will get the friendly nature of the residents come up more often than not.

Chris Inchley, chairman of Shepton Mallet Town Council, agrees and said: "Recently the town council conducted a piece of consultation to help produce a new corporate plan for the council.

"Residents of Shepton stated the reasons why they liked living in the town was it was friendly, largely safe and benefited from its sub urban environment with lovely countryside surrounding it that was easy to access.

"Collett Park was considered to be a real asset for Shepton with Collett Festival and other events in the town being appreciated.

"People commented on the growing positive feeling within Shepton, with initiatives around the art scene and Sunday markets. People enjoy the historic nature of Shepton.

"A good number of people are happy with the shopping offer in Shepton with the Townsend retail park, the Haskins department store and the ever-improving High Street."



The town's chamber of commerce share those sentiments, and chairman Alan Stone said: "I would say the best thing about Shepton is that it is, by and large, a friendly place with many people knowing each other and saying hello.

"The atmosphere at the markets and events in the town centre shows this. Groups of people often stop and talk and catch up with each other - a strong community atmosphere.

"The growing cafe culture of the town adds to this - as do the many local organisations.

"I particularly like the fact that so many people come in from the surrounding villages. The Snowdrop Festival in February will be a good example."

However, like many market towns, all is not always perfect in Shepton Mallet, with the need for better infrastructure being named by residents as something that needs improving. Plus, for such an historic town with a jewel like Collett Park at its heart, it does go unappreciated by some.

Alan said: "The biggest challenge is how to help the sceptics start to appreciate the town.

"For its size the town has a huge amount of retail. The town centre, Townsend, Haskins, Kilver Street, Fosse Way.

"I think it is correct to say it has a retail square footage exceeding that of Glastonbury, Wells and even Frome.

"Yet local residents have a tendency to be blinkered to this. We need to be finding ways of getting a positive message out there."

Chairman Chris says this is something the town council is looking to work on, with a number of improvements planned.

He said: "The town council is committed to improving the town centre with money assigned to resurface the Market Place and new street signs.

"The town council is looking at buildings that can offer income and a community space. We are looking to improve facilities in Collett Park including new play equipment and the council buildings.

"The newly-elected council is working to produce a plan that builds on townspeople's aspirations for Shepton, we need to respect and improve the things people tell us they like and make changes to those things people tell us they would like improved.

"I am confident that this can be achieved in the coming years and Shepton will receive recognition that it is great place to live."

