Stone
Town Council

Vacancy for Marketing and Events Assistant

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

I have attached a copy of the application form, 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 of town centre and civic activities. The Council currently operates two community centres and various town markets, and is considering opening 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, 16 hours per week. We 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.

Though initially offered on a 12 month fixed-term contract, the Council will be reviewing the impact of the post before the end of this period, which may result in the contract being extended or the post becoming permanent.

The application form, together with any supporting papers, should be sent by email to clerk@stonetowncouncil.gov.uk or by post to the Town Clerk at 15 Station Road, Stone, ST15 8JP to arrive no later than midnight on 22nd September 2019. CVs will not be accepted unless accompanied by a fully completed application form.

I look forward to receiving your application.

Les Trigg
Town Clerk
29th August 2019

15 Station Road, Stone, Staffordshire ST15 8JP
T: 01785 619740 F: 01785 619741 E: clerk@stonetowncouncil.gov.uk

www.stonetowncouncil.gov.uk

Town Clerk

Job Application

Marketing & Events Assistant

Stone Town Council

Applicant Name:	
Address:	Daytime telephone no:
	Evening telephone no:
	Email address:
Previous Employment – Please indicate employer and details of post held with reasons for leaving. Start with your current or most recent employment and work back, explaining any breaks in employment. Continue on a separate sheet if necessary:	
Education and training – Please show courses studied, any qualifications received and where you undertook the study. Continue on a separate sheet if necessary:	

Other evidence to support your application – Please provide further details to support your application. Continue on a separate sheet if necessary:

Do you hold a current driving licence?	Will you require any particular arrangements when attending an interview? If so, please give details:

References – Please provide details of two referees, one of whom should be your current or most recent employer:

Name: Address: Telephone: Email: Relationship To Applicant:	Name: Address: Telephone: Email: Relationship To Applicant:

Please note that the Council will not contact referees unless you are asked for interview.

By signing 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 is correct. • You consent to your named referees being contacted if you are called 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.	Signed: Name: Date:

STONE TOWN COUNCIL

JOB DESCRIPTION

Post Title: Marketing & Events Assistant

Reporting to: Assistant Town Clerk (Business)

Salary: SCP 7-12 - £19,554-£21,598 per annum (pro rata)

(£8,456 - £9,340 approx. based on a 16 hour week)

Date: July 2019

Job Purpose

Responsible to the Town Clerk for the marketing of the Town Council's facilities and events and the organisation of these events and other activities. The Marketing & Events Assistant 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

Whilst there are no staff reporting directly to the Marketing & Events Assistant, the postholder will be expected to supervise any work undertaken by the Administrative Assistant on their behalf.

Duties and Responsibilities

1. To publicise and market Town Council facilities, including the Frank Jordan Centre and Stone Station Community Centre, in order to maximise their usage.

2. To publicise and market 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 and market one-off and annual Town Council events such as the Music Festival, Stone-by-the-Sea and the Classic Car event.

4. To maintain a Town Council Facebook page dedicated to what is happening in the town, and use other social media as appropriate for town marketing and publicity.

5. To contribute to the Council's website as necessary for the publicity and marketing of town events, activities and facilities.

6. 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.)

7. To assist the Assistant Town Clerk (Democratic) with the organisation and publicity of Mayoral events

8. To prepare press releases and deal with day to day correspondence in consultation with the Town Clerk as appropriate.

9. To undertake such duties as may be reasonably requested by the Town Clerk including covering the work of other staff as appropriate.

STONE TOWN COUNCIL

PERSON SPECIFICATION

Post Title: Marketing and Events Assistant

Date: July 2019

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