



TOWN CENTRE & MARKETING OFFICER

Recruitment Pack

JANUARY 2022



Knutsford Town Council

Town Clerk: Adam Keppel-Green

Council Offices, Toft Road, Knutsford, Cheshire, WA16 6TA

01565 653929 www.knutsfordtowncouncil.gov.uk

townclerk@knutsfordtowncouncil.gov.uk



Dear Applicant,

Thank you for your interest in applying for the role of Town Centre and Marketing Officer.

This pack is designed to give you more information about the role and our organisation. We encourage all potential applicants to read this pack and hope it answers any questions you may have.

Please note that we only accept applications using our application form; this is tailored to each role and aims to ensure we get all the information from you that we need to be able to shortlist for interview. Our shortlisting panel will only consider the information on the application form and will not read CVs or covering letters – so please ensure that the form contains all the information about you that you want to get across.

Completed application forms should be sent via email to:

townclerk@knutsfordtowncouncil.gov.uk

by 12 noon on 26th January 2022

I will always acknowledge receipt of an application so if you do not hear from me within 48 hours please give me a call.

If you would like an informal discussion about the role and our organisation, or if you have any other questions to help you decide if we are the right fit for you please contact me directly on 07896 669 042 or by email at the address above.

I look forward to reading your application.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'A Keppel-Green'.

Adam Keppel-Green

Town Clerk

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ABOUT US

Established in 1974, the town council is the most local level of government for the town of Knutsford. Over the last ten years we have grown considerably, taking on new responsibilities and delivering a larger range of services all with the aim of making Knutsford a better place to live, work and visit.

The council comprises 15 elected councillors and a team of officers led by the Town Clerk. We are accredited as a 'Quality Gold' council in the national local council award scheme – one of only a handful in Cheshire.

We deliver a diverse range of services for the community. We run Knutsford Market Hall and two allotment sites, we provide 'platinum' quality public toilets and own small open spaces such as Wallwood on King Street and Higher Town Green on Chelford Road. Since 2020 we also run Knutsford Cemetery and have just completed a refurbishment of our cemetery chapel.

We run a programme of community events which include a two-day Christmas Market and lights switch on, Knutsford Music Festival and the Pumpkin Path. The council also operates the Taste Knutsford tours and supports local businesses and a strong town centre through our Town Centre Management service.

Through the office of the Mayor of Knutsford we provide civic leadership and raise funds for local charities and good causes with an annual programme of fundraising events which include a charity ball.

Our Town Ranger is something of a local celebrity and tackles all the odd jobs that need doing to keep the town looking great and on top of all this we undertake numerous small projects to make Knutsford more special; from installing communicative blue plaques and floral displays to supporting community organisations and representing the Town with external partners.

This is just a snapshot of what we do (and our website has loads more detail about all this) but we are proud to call ourselves a proactive council where the councillors and officers work cohesively together to deliver for Knutsford.

ABOUT THE ROLE

Sandra has been our Town Centre and Marketing Officer since 2017 and is moving on to pastures new, we asked her to tell potential candidates about the job in her own words, here's what she says:

Working as Town Centre and Marketing Officer means no two days are the same (ever!). You could be organising a food tour, arranging a photoshoot with some of the retailers, welcoming a new business to the town, showing a prospective trader around the market hall, copy writing a leaflet or finishing a report recommending a new initiative for the town centre.

It is an extremely busy but interesting role to say the least. It is a role where you will use your ability to juggle multiple projects, your initiative, social media skills and your diplomacy. Possibly all of them in one day. It is definitely for someone who is proactive and has the ability to see an idea through to implementation. That makes it a challenging but rewarding role.



You will get to know the various business owners in the town centre and their businesses, building relationships and developing initiatives that help their sector. You will be part of Knutsford One – an informal business networking group. When it meets in the evening because of your role you will often be in charge of arranging the agenda and chairing the meeting.

Your colleagues will be great and always ready to support you when required (or make a cup of coffee!) and offer advice. The team are fantastic and hardworking. The Town Clerk is a star – his door is always open for advice or to bounce any new ideas you may have. It is not a working environment that is critical, even if mistakes are made – you learn from them without judgement. It is a small team, and some days can be incredibly busy and occasionally you may have to help with answering the phone or dealing with a visitor to the office. Sometimes you will work quite closely with the Events Officer – discussing ideas and sharing resources and information.

You will get to know the town councillors all of whom are local and unpaid elected representatives; your closest relationship will be with the Chairman of the Events and Town Centre Management Committee. In terms of our local authority, Cheshire East, you will liaise with Highways, Parking, Development and Regeneration Officers and your fellow Town Centre Officers in other towns can be a great source of support and advice. Additionally, you will work with local volunteer groups all of whom are critical to keeping Knutsford ticking over.

You will manage Knutsford Market Hall and get to know the traders very well. You will develop ideas to increase footfall and raise the profile of the market hall as a whole. You will also support and sometimes even mentor the traders. You will lead on trader recruitment and liaise with the Planning and Facilities Officer with regard to any issues with the building.

So why apply? Because you will be working in a small and friendly team and given a certain amount of autonomy to get the job done. You will be supported, given the relevant training and development, and get to enjoy a marketing job where there is a lot of variety, and you will never get bored!

WORKING FOR THE TOWN COUNCIL

We recognise that our biggest asset is our staff, and we are committed to getting the best from you by providing access to appropriate training and development throughout your employment with us.

You will work as part of a small supportive team in the Council Offices in a shared office with your colleagues. Your manager (the Town Clerk) has an open-door policy and both welcomes and encourages his team coming to him at any point during the day for support and guidance. You will receive a monthly appraisal meeting which will be focused on employee development and problem solving.

We provide an Employee Assistance Programme to give our staff additional support. This provides you (and your partner and any children aged 16-24 in full time education living in your household) access to a 24-hour confidential support helpline for a range of issues including stress and anxiety, bereavement, financial wellbeing, consumer rights and relationship support. It also provides access to formal counselling which can include CBT.

As a thank you for your hard work the council provides a subsidised meal for staff at a local restaurant each Christmas and the council will also look to provide team building activities at appropriate times to foster strong bonds within the office and wider council team. Staff can also enter a draw each year to win tickets for the RHS Tatton flower show.

The council operates a flexible working policy to ensure staff do not work more for more hours than they are paid; this allows staff (with agreement of their manager) to build a credit or debit balance of two working days to be carried over at the end of each month.

We will reimburse out of pocket costs (with advance manager approval) and mileage at 45p per mile when driving on council business and will also provide reimbursement for lunch/dinner when working at events away from the office.

JOB DESCRIPTION

1. To drive the increased vibrancy of the economy of Knutsford
2. To report on, recommend and develop strategies and initiatives to increase footfall in the town centre including the promotion of tourism
3. To undertake the operational management of Knutsford Market Hall including to manage traders and develop initiatives to increase footfall and the market's profile
4. To act as a conduit between local businesses and Cheshire East Council as necessary.
5. To manage the council's outdoor and speciality markets
6. To support the 60 King Street regeneration project
7. To promote Knutsford as a place to visit and do business
8. To develop and maintain regular and effective communications with local businesses to understand their needs and assess business confidence
9. To generate sponsorship to support council services
10. To attend meetings as required for the satisfactory fulfilment of the role
11. To support the promotion of the council, its facilities, events and services in line with approved strategies
12. To ensure the effective line management of staff in accordance with the staffing structure
13. To attend council events as required
14. To undertake training and professional development relevant to the role of Town Centre and Marketing Officer as required
15. To undertake any other duties commensurate with the level of the post as may be required by the Town Clerk

PERSON SPECIFICATION

The person specification is how we work out if you are the right person for the job. The essential criteria are prerequisites for the job and you are unlikely to get an interview if you cannot demonstrate these. The desirable criteria help make candidates stand out, but we will provide full training and development in these areas if required. The criteria are assessed through the application form to shortlist for interview and at the interview itself.

EDUCATION AND TRAINING

- GCSE/O Level (or equivalent) at C or above in English and Mathematics (E)
- Educated to A-Level (or equivalent) or higher (D)

SKILLS AND KNOWLEDGE

- Strong IT skills (E)
- Excellent written and verbal communication skills (E)
- Excellent interpersonal and presentation skills (E)
- Marketing and PR knowledge and skill (E)
- Knowledge of issues, opportunities and challenges facing town centres (D)
- Familiarity with Knutsford Town Centre (D)

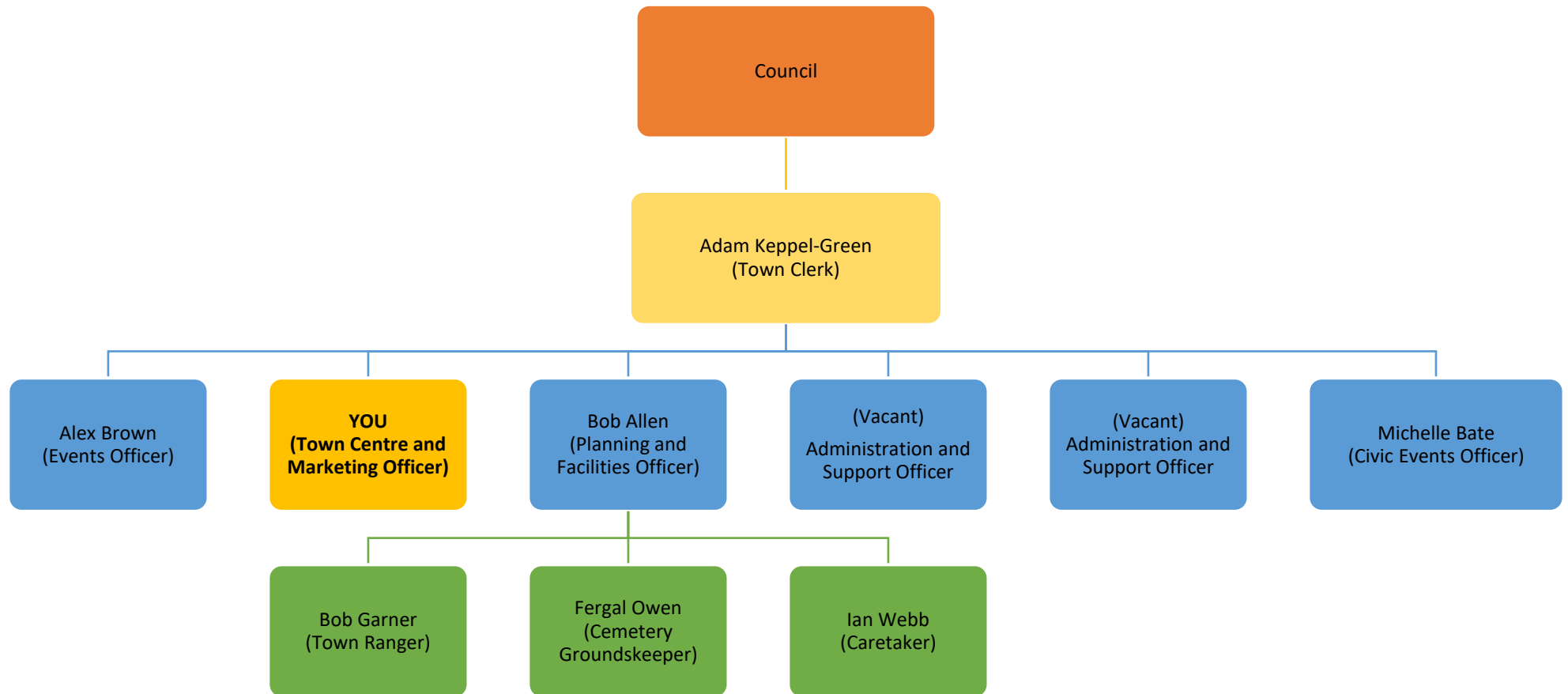
EXPERIENCE

- Experience in partnership working (E)
- Experience using social media platforms for marketing (E)
- Experience managing challenging situations (E)
- Project Management experience (D)
- Event Management experience (D)
- Experience using MailChimp for e-marketing (D)
- Experience using Wordpress (D)

PERSONAL ATTRIBUTES

- A flexible, enthusiastic and proactive approach to work (E)
- Creative and able to turn an idea into a reality (E)
- Ability to work evenings and weekends as required (E)
- Ability to keep calm and measured (E)
- Ability to manage and prioritise a varied workload (E)
- Value the importance of community and the work of the town council (E)

ORGANISATIONAL STRUCTURE



You will be part of an office team of seven and a wider staff team of ten. The Town Clerk reports directly to the Council and the officer team reports to the Town Clerk.

PRINCIPAL TERMS OF EMPLOYMENT

The detailed terms of employment will be confirmed in a written contract which will be issued on your first day of employment.

JOB TITLE

Town Centre and Marketing Officer

SALARY

You will start on local government SCP 18 and progress through the range 18 to 23.

The current full-time range is £24,982 to £27,741.

These values are set nationally and usually adjusted for inflation annually.

LOCATION

You will work from the Town Council Offices on Toft Road in Knutsford.

HOLIDAY

You will receive 28 days annual leave, inclusive of bank and public holidays (pro-rata).

HOURS OF WORK

This is a full time role working 37 hours per week.

There is a requirement to work evenings and weekends as may be required to deliver events or attend meetings. You will take this time back through our flexible working policy.

SICKNESS

You will be paid in accordance with Statutory Sick Pay.

PENSION

You will be enrolled in the Cheshire Local Government Pension Fund, a career average defined benefits scheme.

PROBATION PERIOD

New starters are subject to a six-month probation period.

SELECTION PROCESS AND INTERVIEWS

The closing date for applications is Wednesday 26th January at 12 noon.

A shortlisting panel comprising the Town Clerk and three councillors from our Personnel Committee will then review each application and score it based on how well you meet the essential and desirable attributes on the person specification. We will only use the information contained in the application form and will not consider supplementary information in CVs/covering letters.

We aim to shortlist around 6-8 candidates for interview and will aim to hold the interviews in the week commencing 7th February.

Interviews will be held with the shortlisting panel and will start with you giving a short presentation on a proposed new initiative to drive footfall into the Town Centre. We will then ask a series of questions designed to help us get to know you and build upon your application to assess your suitability for the role.