



CIVIC EVENTS OFFICER

Recruitment Pack

NOVEMBER 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 Civic Events 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 2nd December 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 on 01565 653 929 or 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

The Mayor of Knutsford is the town's civic leader; they attend over 150 engagements every year from opening new shops or judging competitions to representing Knutsford at formal events of award ceremonies. The Town Mayor is elected from amongst the councillors each May and serves a one-year term during which they raise thousands of pounds for their chosen charities and good causes. Your role will be to help make that happen.

As Civic Events Officer you will support the mayor by planning a programme of fundraising events to support their chosen charitable fundraising. We've held a range of events in the past including dinners at local restaurants, quiz nights, summer BBQs, a golf day, afternoon teas and even a children's talent show! The exact programme varies year on year and carries a flavour of the personality and aims of the incumbent mayor.

The highlight of the fundraising programme is the annual Mayor's Ball where over 100 guests don their best clothes for a night of entertainment, a great meal and a chance to win some great prizes in the raffle or auction.

In addition to our fundraising programme, you will also coordinate the civic community events which include the Civic Sunday service and parade, Remembrance Sunday services, occasional civic receptions, a community carol service and, of course, the Mayor Making mayoral handover!

You will source sponsorship and donations from local businesses, negotiate terms for fundraising events and manage the mayor's social media accounts. You will arrange publicity for events and council/mayoral activity and generally support the Town Mayor in the civic duties by managing civic invitations and coordinating their diary. The role also involves supporting and attending our community events programme as required.

The Civic Events Officer will also facilitate weddings at the cemetery chapel; this is a new service for the town council and as such is outside the core hours of the role and will be remunerated as it arises at a set rate of £100 per ceremony.

The role includes occasional evening and weekend working as the majority of our events take place outside office hours. Depending on the programme for the year, there may be approx. 5 days of weekend working and 8 evenings over a 12 month period.

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. The Town Clerk has an open-door policy, and both welcomes and encourages the whole 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 also have a homeworking policy which enables staff to work from home for 1 or 2 days per week.

We subscribe to the National Agreement on Pay and Conditions of Service for Local Government Employees, providing enhanced terms of employment.

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 deliver, manage and attend an annual programme of fundraising events in consultation with the Town Mayor and Town Clerk to raise funds for the Mayor's chosen charities, including to organise an annual charity ball
2. To develop marketing strategies and obtain sponsorship and donations to maximise the profits and attendance at fundraising events
3. To deliver, manage and attend civic events including Mayor Making, Civic Sunday, Remembrance Sunday, the Crib Service and ad hoc commemorations, celebrations and receptions.
4. To ensure all insurance, health and safety and licensing obligations are adhered to and that risk management procedures are in place and followed in respect of all events organised
5. To ensure the effective management of civic invitations and the Town Mayor's diary including to liaise with the Mayor's Cadet
6. To maintain the accounting records for the Mayor's Charity Fundraising account
7. To operate the Town Mayor social media accounts
8. To support the Town Mayor in their duties e.g. drafting letters, advising on protocol etc
9. To support the Events Officer in the organisation of events as required
10. To work council events as required
11. To fulfil the role of Deputy Responsible Person in order to facilitate weddings at the cemetery chapel.
12. To undertake training and professional development relevant to the role of Civic Events Officer as required
13. To undertake any other duties commensurate with the level of the post as may be required by your line manager or the Town Clerk

PERSON SPECIFICATION

The person specification is how we work out if you are the right person for the job. The criteria in the essential column 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)
- Ability to design promotional leaflets, posters and graphics (D)
- Knowledge of Knutsford and the Town Council (D)
- Knowledge of Civic Protocol (D)

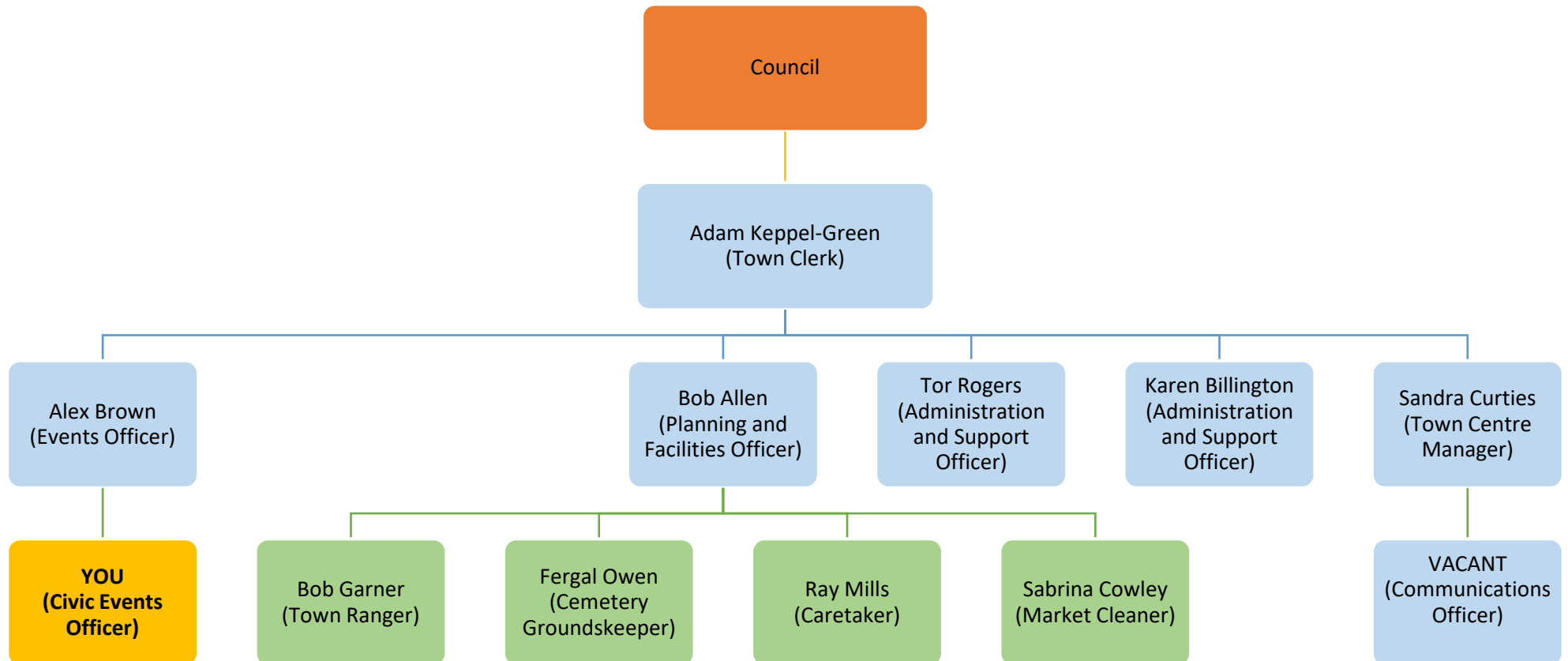
EXPERIENCE

- Experience organising a diverse range of events (E)
- Experience using social media platforms for marketing (E)
- Experience managing an event budget (D)
- Experience using MailChimp for e-marketing (D)
- Experience using Microsoft Publisher or Canva (D)
- Experience using Wordpress (D)

PERSONAL ATTRIBUTES

- A flexible, enthusiastic and proactive approach to work (E)
- Creative and able to turn an event idea into a reality (E)
- Ability to work evenings and weekends as required (E)
- Ability to keep calm and measured, particularly whilst delivering events (E)
- Ability to manage a varied workload and plan multiple events at once (E)
- Value the importance of community and the work of the town council (E)

ORGANISATIONAL REPORTING STRUCTURE



You will be part of an office team of eight and a wider staff team of twelve.

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

Civic Events Officer

SALARY

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

The current full-time range is £27,344 to £30,151. This will be pro-rata for your position with an actual current range of £16,628 to £18,335.

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 33 days paid annual leave, including all bank and public holidays (pro-rata). This will increase to 36 days (pro-rata) after five years' service.

HOURS OF WORK

This is a part time role for 22.5 hours per week.

We will agree a working pattern with you and the hours could be spread over three, four or five days.

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

SICKNESS

The council operates a council sick pay scheme that provides full pay during sickness absence for a set period of time which increases with length of service.

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 Friday 2nd December at 12 noon.

A shortlisting panel comprising the Town Clerk, Events Officer 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 December.

Interviews will be held with the Town Clerk and three councillors and will start with you giving a short presentation on a proposed fundraising event. 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.