

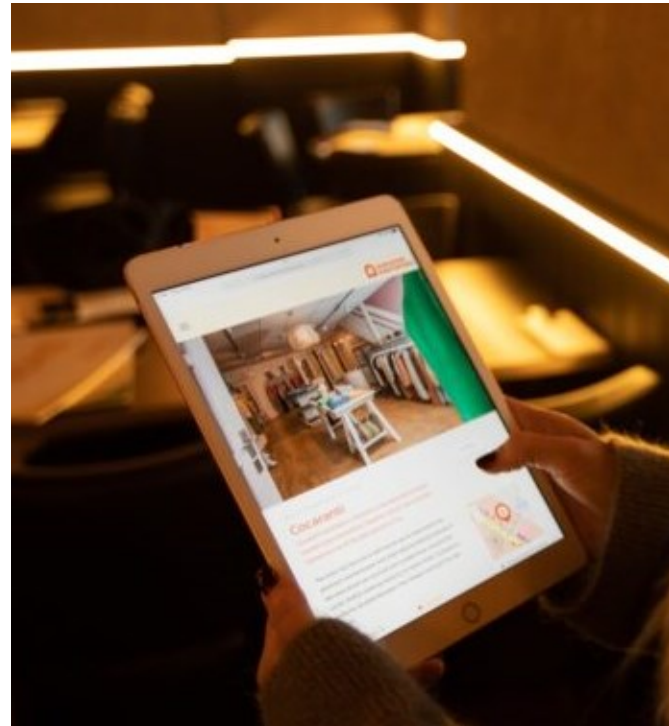


NEW ROLE

MARKETING ASSISTANT

Recruitment Pack

JANUARY 2025



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 our Marketing Assistant role. This is a new role which is being created as part of an increase in our service delivery capacity to help us better serve our community.

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 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.

Applications can be completed online at www.knutsfordtowncouncil.gov.uk/council/jobs and should be submitted by

12 noon on 14th February 2025

We will always acknowledge receipt of an application so if you do not hear from us within 48 hours please give us 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 Sandra Curties on 01565 653 929 or by email at sandra.curties@knutsfordtowncouncil.gov.uk.

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

Knutsford Town Council is the most local level of government for the town of Knutsford. Our role in the community has grown considerably over the last decade and we have taken on new responsibilities and grown what we do to support the local community. Everything we do aims to make Knutsford a better place for everyone.

The Town Council is made up of 15 elected councillors and a team of officers led by the Town Clerk. We are accredited as a gold standard council in the national local council award scheme – one of only a handful in Cheshire. In 2024, we went through a ‘corporate peer challenge’ where what we do and how we do it was scrutinised by a visiting team of sector experts. One of the things to come out of this was the need to match our capacity to our ambition and as part of this we are increasing our staffing level.

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. We run Knutsford Cemetery and the beautiful Grade II listed Tabley Hill chapel and we also own our Grade II listed Council Offices and the adjoining gardens and library grounds.

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, plus in 2025 we are adding some exciting new events to the programme. The council also operates the Taste Knutsford tours and supports local businesses and a strong town centre through our Town Centre Management service, which includes running our *Discover Knutsford* destination website.

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.

OUR VALUES

In 2023 we adopted a new 10-year strategic plan to guide the work of the council. As part of this, we set out our organisational values which we expect all those working for us to demonstrate.

We work to make Knutsford a better place to live, work, visit and do business.

Our work will always aim to improve Knutsford for its residents, for those who visit the town, those who draw visitors to the town and the businesses on which we all depend.

We are committed to openness, transparency and strong democratic engagement.

The opportunity to elect Town Councillors every four years gives us our democratic mandate and we know that this can be strengthened by continuing to engage the wider community in our work and shaping our decisions.

We set out to be community leaders and serve as the voice of Knutsford.

We will always aim to keep a finger on the pulse of the town and understand the issues that affect our community. We will actively support the emergence of other leaders within the community and use our position to support them where appropriate.

We deliver high-quality services which represent value for money and efficient use of our share of council tax funds.

We will continually strive to maximise what we get for every pound we spend and aim to ensure that everything we do is looked on as being the best it can be.

We work collaboratively to strengthen the whole Knutsford community.

We recognise that working in partnership with others means we can both deliver more for Knutsford and also take advantage of the incredible skills and passion within the community.

We ensure our staff feel valued and empowered.

Our staff are our greatest asset and fundamental to our ability to deliver this plan and serve the community. We want to ensure we get the best from our staff, that they feel confident in their roles and are able to demonstrate initiative, leadership and espouse the other values of our organisation.

ABOUT THE ROLE

This is a brand new role being created to increase our ability to deliver for the community. Our Marketing Assistant will work alongside our Tourism and Marketing Officer to deliver engaging marketing activity.

In 2024 we launched our *Discover Knutsford* place brand which includes a brand identity, social media and destination website designed to help raise Knutsford's profile and promote tourism. Our Marketing Assistant will help manage this website and social media, ensuring it is kept up to date and engaging.

Our Market Hall is undergoing a transformative refurbishment right now and will reopen in April as a hub for small business and community activity. As Marketing Assistant you'll help develop engaging content to promote the Market Hall as a place to shop and a venue for hire.

You may have been to one of our community events in the past – we're really proud to deliver a wide and engaging programme of activity, from big events like our Christmas Market to smaller events like Flash Fashion. You will help to create content to promote all events in the programme as well as helping deliver the marketing plans for each event. This will involve occasionally working the events to create live content and support their delivery.

You will also help to promote other council initiatives and services, such as our Taste Knutsford food tours or the Knutsford Gift Voucher.

Everything you do will be supporting our strategic aims of supporting a thriving town centre and leading a strong community.

A WORD FROM SANDRA AND LAURA

Sandra Curties, our Town Centre Manager, will be your new line manager and you'll work closely alongside her and Laura Anderson, our Tourism and Marketing Officer. Here's what they have to say about the new job and what you'll be doing.



Sandra



Laura

Thank you for your interest in joining our team! We are extremely excited about having an additional team member to help progress our Discover Knutsford brand.

This is a varied role where no two days are the same! You could be:

- Capturing captivating content from Knutsford's vibrant retail scene.
- Scheduling social media content and engaging with our social media communities
- Filming exciting events that bring the town to life.
- Showcasing the culinary delights of our Taste Knutsford food tour.
- Writing press releases to get the word out about events and initiatives while forging relationships with local and regional press
- Updating websites to showcase Knutsford's events and activities

This isn't your typical council role. We collaborate closely with all town centre businesses – our restaurants and boutiques, service providers and the B2B sector. Internally, we work closely with our events colleagues too.

Having strong social media and communication skills are essential for this role. Editing, writing, photography and videos will be your skills set. We also welcome a creative mind – fresh ideas and approaches are always welcome. The wider team are extremely supportive and friendly and there is never a dull moment in the office. There are also ample opportunities for additional training.

Good luck with your application.

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. The Town Clerk has an open-door policy and both welcomes and encourages anyone in his team coming to him at any point during the day for support and guidance. You will receive regular appraisal meetings 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 arranges an annual team building day to foster strong bonds within the office and wider council team.

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.

The council provides 33 days of annual leave (including bank/public holidays; pro-rata for part time employees) and operates a scheme to enable staff to buy/sell up to one week of annual leave each year. Annual leave entitlement increases by three days (pro-rata) after five years' service.

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 assist the Tourism and Marketing Officer in the delivery of engaging marketing activity to build a positive brand perception for Knutsford, the town centre, the Market Hall and council events and activity.
2. To gather and create content for social media and other marketing activity
3. To support the maintenance of council websites as required
4. To support the maintenance of social media channels (including for Discover Knutsford, events and the Market Hall) and to schedule content and respond to messages and engagement
5. To prepare press releases to promote activity and the town
6. To work council events as required
7. To undertake training and professional development relevant to the role
8. 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 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/4 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)
- Strong graphic design skills (E)
- Ability to design promotional leaflets, posters and graphics (E)
- Ability to develop good working relationships with partners (E)
- Ability to plan and manage a varied workload (E)
- Ability to use video editing software (D)
- Knowledge of Knutsford and the Town Council (D)

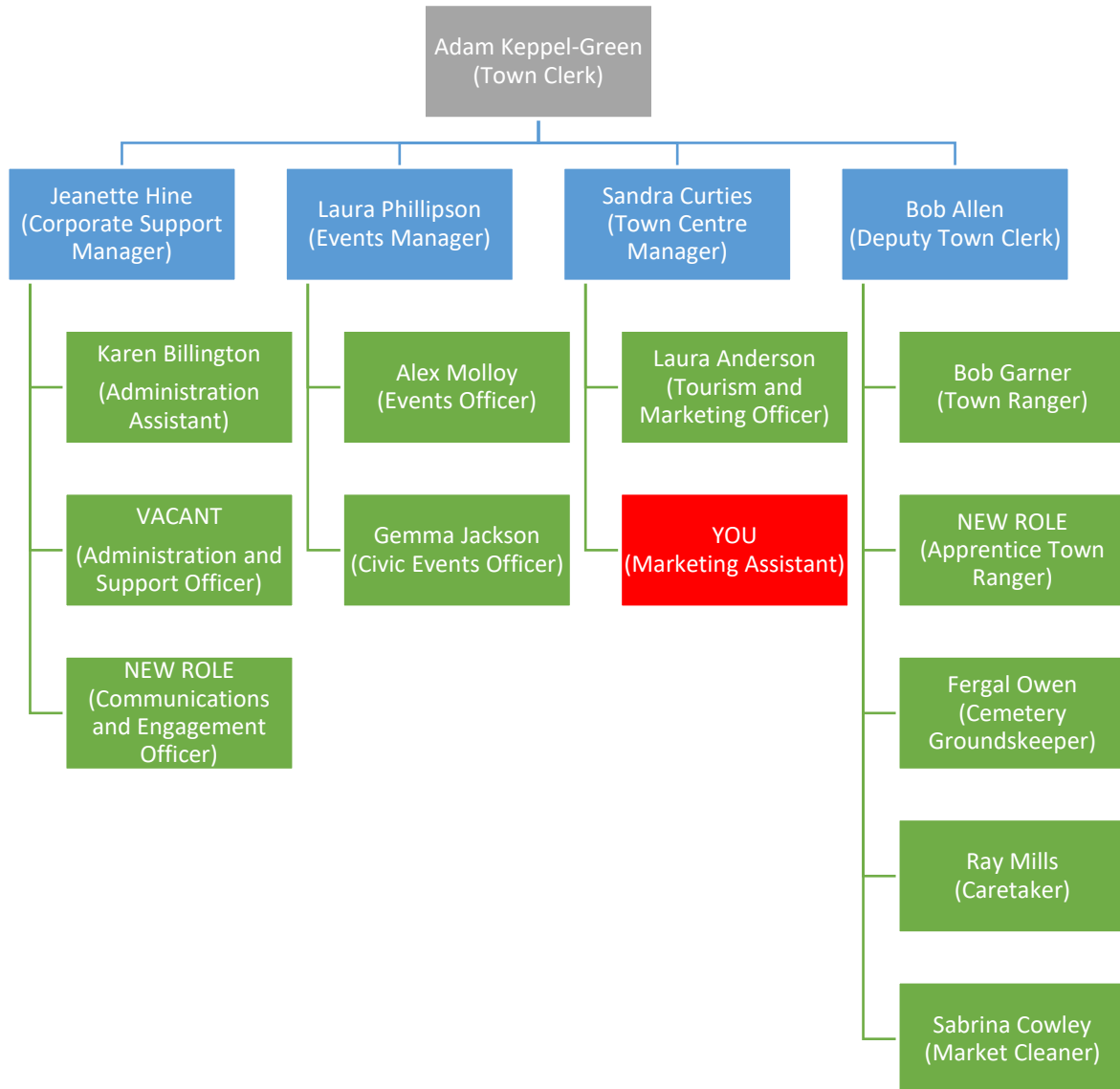
EXPERIENCE

- Experience using social media platforms (E)
- Experience creating photographic and video content (E)
- Experience writing for a variety of audiences and media (E)
- Experience working in marketing (D)
- Experience using Zoho for e-marketing (D)
- Experience using Canva (D)
- Experience using Wordpress (D)

PERSONAL ATTRIBUTES

- A flexible, enthusiastic, creative and proactive approach to work (E)
- Value the importance of community and the work of the town council (E)
- Ability to work evenings and weekends as required (D)
- Driving Licence and access to own vehicle for work (D)

ORGANISATIONAL STRUCTURE



You will be part of an office team of 12 and a wider staff team of 17. The Town Clerk reports directly to the Council and the officer team reports up through 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

Marketing Assistant.

SALARY

You will start on local government SCP 13 and progress through a range of 13-17.

The current full time salary for this range is £28,163 - £30,060 (actual pay at 20hrs is £15,223 - £16,248).

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 (pro rata), including all bank and public holidays. This will increase to 36 days after five years' service. You will have the opportunity to buy/sell additional annual leave.

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.

HOURS OF WORK

This is a part-time position for 20 hours per week. The exact working pattern will be agreed with the successful candidate, but we envisage it being worked over 3-5 days.

There will be an occasional requirement to work evenings and weekends to support council events. You will take this time back through our flexible working policy.

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 14th February at 12 noon.

A shortlisting panel will then review each application and score it based on how well you meet the essential and desirable attributes on the person specification. We only use the information contained in the application form and will not consider supplementary information in CVs/covering letters. We will complete shortlisting by Monday 4th March and will contact all candidates that day.

We will invite around 6-8 candidates to interview and plan to hold the interviews on Tuesday 11th March.

Interviews will be held with the shortlisting panel where we 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. We will also assign a skill assessment task ahead of the interview – for example, this might be to present on how you would market an event or to prepare some marketing materials to a specified brief – information on this will be included in your invitation to interview.

We would aim to contact the successful candidate by Monday 17th March.

The role is new, and the start date can be anytime from 1st April. We would work with the successful candidate to agree the exact start date allowing for any notice you may need to give to your current employer (if applicable).