



# TOURISM AND MARKETING OFFICER

## Recruitment Pack

APRIL 2026



# Knutsford Town Council

**Town Clerk: Adam Keppel-Green**

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

01565 653929      [www.knutsfordtowncouncil.gov.uk](http://www.knutsfordtowncouncil.gov.uk)

[townclerk@knutsfordtowncouncil.gov.uk](mailto:townclerk@knutsfordtowncouncil.gov.uk)



Dear Applicant,

Thank you for your interest in applying for our Tourism and Marketing Officer role.

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/apply](http://www.knutsfordtowncouncil.gov.uk/council/jobs/apply) and should be submitted by

**19<sup>th</sup> May 2026**

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](mailto:sandra.curties@knutsfordtowncouncil.gov.uk).

I look forward to reading your application.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'A Keppel'.

Adam Keppel-Green

**Town Clerk**

# CONTENTS

About Knutsford Town Council	4
Our Values	5
About the Role	6
Working for Knutsford Town Council	7
Job Description	8
Person Specification	9
Organisational Structure	10
Principal Terms of Employment	11
Selection Process	12

# ABOUT US

Knutsford Town Council was established in 1974 and 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 created the Community Engagement Officer role.

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. 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

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 Tourism and Marketing Officer will help manage this brand, website and social media, ensuring it is kept up to date and engaging.

In 2025, we renovated our Market Hall creating a new vibrant space for small business and community activity. As Tourism and Marketing Officer, you'll help develop marketing plans to promote Knutsford Market Hall as a place to shop and a venue for hire.

In 2026, we adopted a tourism strategy action plan, setting out a range of actions we will undertake to promote Knutsford a visitor destination, bringing footfall to our town centre and supporting local business. You will help lead the delivery of our tourism activity and bring this plan to life.

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 Wellness Week. Working with our events team, you will plan marketing strategies to promote our events and bring footfall to Knutsford. This will involve occasionally working the events to create live content and support their delivery.

You will also work alongside our Town Centre Manager in developing and promoting council initiatives and services which aim to bring visitors to Knutsford such as our Taste Knutsford food tours or the Knutsford Gift Voucher.

This is a varied role where no two days will be exactly the same. You will be part of a small, cohesive and supportive team, working together to help Knutsford thrive.

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

# 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. Plan and deliver engaging cross channel communications and marketing activity that targets a range of stakeholders
2. Support the development of, and deliver and review, marketing strategies that boost awareness and build a positive brand perception for Knutsford, the town centre, Market Hall, events and other council activity
3. Develop communication databases to disseminate regular e-marketing targeted at visitors/tourists.
4. Manage websites and social media channels as required, including for Discover Knutsford, events and the Market Hall
5. Support the Town Centre Manager with the development and implementation of initiatives which support the town centre and promote tourism
6. Work council events as required
7. To prepare reports for meetings as required
8. Attend meetings as required for the satisfactory fulfilment of the role
9. Undertake training and professional development relevant to the role as required
10. 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)
- Formal qualifications in tourism, marketing or similar skill areas (D)

## SKILLS AND KNOWLEDGE

- Strong IT skills (E)
- Excellent written and verbal communication skills (E)
- Strong graphic design skills (E)
- Ability to develop good working relationships with partners (E)
- Ability to plan and manage a varied workload (E)
- Knowledge of tourism trends and destination marketing (D)
- Ability to use video editing software (D)
- Knowledge of Knutsford and the Town Council (D)

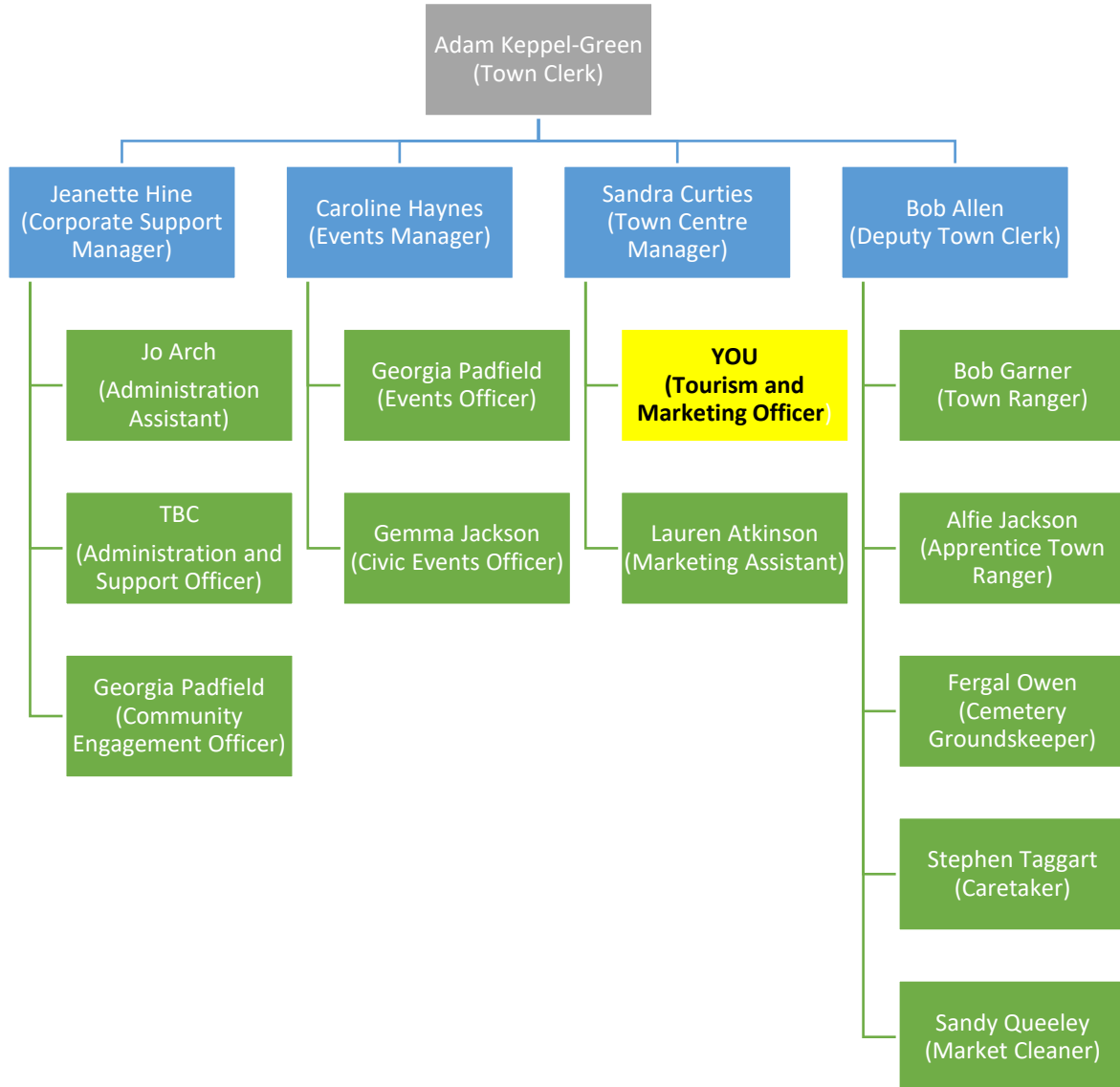
## EXPERIENCE

- Experience using social media platforms (E)
- Experience creating photographic and video content (E)
- Experience writing for a variety of audiences and media (E)
- Experience of destination 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 11 and a wider staff team of 16. 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

Tourism and Marketing Officer.

## SALARY

You will start on local government SCP 18 and progress through a range of 18-23.

The current full time salary for this range is £31,537 - £34,434 (actual pay at 20hrs is £17,047 - £18,613).

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.

This will increase to 36 days after five years' service.

You will have the opportunity to buy/sell up to a week of 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 **Tuesday 19<sup>th</sup> May**.

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 aim to complete shortlisting by Friday 22<sup>nd</sup> May and contact candidates that day.

Depending on the number and quality of candidates, we will then hold screening interviews on Wednesday 27<sup>th</sup> May via Zoom/MS Teams. We would then aim to invite 3-4 candidates to a formal interview and plan to hold the interviews by 4<sup>th</sup> June.

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 would aim to contact the successful candidate by Monday 8<sup>th</sup> June.

The role will be vacant and we would work with the successful candidate to agree a start date allowing for any notice you may need to give to your current employer (if applicable).