

2021



RECRUITMENT PACK

# COMMUNITY ENGAGEMENT & EVENTS OFFICER

MORECAMBE TOWN COUNCIL  
MORECAMBE TOWN HALL,  
MARINE ROAD  
MORECAMBE  
LANCASHIRE  
LA4 5AF

WWW.MORECAMBE.GOV.UK  
CLERK@MORECAMBE.GOV.UK

TELEPHONE: 01524 956026

PROPER OFFICER: MR LUKE TREVASKIS

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Dear applicant,

Thank you for your interest in applying for the role of Community & Events Officer.

This pack is designed to give you more information about the role and our organisation.

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 posted for the attention of Luke Trevaskis to:

**Morecambe Town Council, Morecambe Town Hall,  
Marine Road, Morecambe, LA4 5AF**

**by 12 noon on 18 June 2021**

If you would like an informal discussion about the role and our organisation, or if you have any other questions please email [clerk@morecambe.gov.uk](mailto:clerk@morecambe.gov.uk).

Yours faithfully,



Luke Trevaskis  
Proper Officer



## ABOUT US

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Morecambe is a welcoming community, proud of its historic past, which looks forward to a thriving and sustainable future.

Established in 2009, the Town Council is the most local level of government for the town of Morecambe.

Having focused on good governance in recent times, the Council is now in a strong position to be a voice for the community, endeavouring to contribute to the town, and support others and those groups who do the same.

The Council comprises twenty-six elected councillors across eleven wards and elections take place every four years. The council is supported by a small team of officers led by the Proper Officer.

The Council is currently working towards attaining 'Quality Gold' council status from the National Association of Local Councils and has ambitions for considerable growth in the delivery of a wider variety of services for the community.

The Town Council has developed a three-year action plan and is currently creating a programme of community events which aim to work with residents to boost the economic fortunes of Morecambe, drive entrepreneurship and increase civic pride across the town.

The Council hosts an annual Morecambe in Bloom event, and is currently planning a Young Morecambe Musician of the Year competition.

## ABOUT THE ROLE

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As Community and Events Officer you will support the council by delivering community engagement and by planning a programme of events to support the council's directives.

The role will require liaison with local community groups, residents and stakeholders, to understand the needs of the community and deliver solutions to meet any such identified needs.

You will source sponsorship from local businesses and funding from grant providers, negotiate terms for events and manage all public relations and the marketing of activities.

The role includes occasional evening and weekend working as the majority of events will take place outside office hours.

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**Morecambe Town Council believes its mission is to represent the best interests of the town and people of Morecambe. To enable communities to participate in, and inf local decision making -providing a platform and voice for all.**

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## WORKING FOR THE TOWN COUNCIL

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Morecambe Town Council recognise its biggest asset is its staff and is committed to getting the best from you by providing access to appropriate training and development throughout your employment.

You will work as part of a small supportive team and your manager (the Proper Officer) has an open-door policy - welcoming and encouraging requests for support and guidance.

You will be required to attend frequent staff meetings which will be focussed on employee development, problem solving and action points.

Morecambe Town Council provides an Employee Assistance Programme to give staff additional support. This provides you with access to a confidential support helpline for a range of issues including stress and anxiety.

The council operates a flexible working policy to ensure staff do not work more hours than they are paid; this allows staff (with agreement of their manager) to build a credit or debit balance of working days.

All out of pocket expenses will be reimbursed in line with the council's expenses policy.

The council will provide team building activities at appropriate times to foster strong bonds between colleagues.



## JOB DESCRIPTION

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1. Research and organise a creative annual programme of community events in consultation with the Council's directives, the Proper Officer and the Festivals, Sponsorships and Events Committee.
2. Attend ideation sessions and prepare proposals for workshops, festivals, events and conferences.
3. Manage the recruitment of event staff and contractors.
4. Ensure risk assessments are in place for all activities and council policies are adhered to.
5. Attend events which the Council is supporting/sponsoring and to manage any stalls the council might operate - drafting a post-event follow-up.
6. Develop and implement a community engagement strategy.
7. Create and manage PR and marketing strategies for community engagement and event activities.
8. Ensure appropriate budgets are considered for each projects and activities are delivered within the allocated resources.
9. Obtain sponsorship and grant funding to maximise the available funding scope of each event.
10. Undertake training and professional development relevant to the role.
11. To undertake any other duties commensurate with the level of the post as may be required by the Council.



## PERSON SPECIFICATION

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The person specification is used to decide if you are the right person for the job.

The criteria marked "E" are essential prerequisites for the job and you are unlikely to be offered an interview if you cannot demonstrate these.

The criteria marked "D" are desirable aspects that 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 experience) 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)

### EXPERIENCE

- Experience organising a diverse range of events (E)
- Experience of PR and marketing, including social media platforms (E)
- Experience managing a budget (E)
- Experience using website design software such as Wordpress (D)

### PERSONAL ATTRIBUTES

- A flexible, enthusiastic and proactive approach to work (E)
- Ability to self manage and motivate (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 multitask (E)
- Value the importance of community and the work of the Town Council (E)

## ORGANISATIONAL STRUCTURE

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## SELECTION PROCESS AND INTERVIEWS

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The closing date for applications is 18 June 2021 at 12 noon.

A shortlisting panel comprising the Proper Officer and Cllr P Anderton, Cllr P Heath, Cllr J Ashworth, Cllr J Hanson and Cllr R Cleet from the 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. The panel will only use the information contained in the application form and will not consider supplementary information in CVs/covering letters or any additional sources of information.

The Council aims to shortlist candidates for interview by 23 June 2021 and you will be notified by email of the outcome.

Interviews will be held during the week commencing 28 June 2021.

The shortlisting panel will undertake all interviews and each applicant will be required to give a short presentation on a proposed community event. The panel 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.

## PRINCIPAL TERMS OF EMPLOYMENT

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

### **JOB TITLE**

Community Engagement & Events Officer

### **SALARY**

You will start on local government SCP 20 (£13.51ph) and progress through the range.

The current full-time equivalent is £24,588 pro rata.

These values are set nationally and adjusted for inflation annually.

### **HOLIDAY**

You will receive 28 days annual leave, in addition to bank and public holidays (pro rata).

### **HOURS OF WORK**

This role is full time for 35 hours per week.

Evening and weekend working may be required in the delivery of events and will be part of the flexible working arrangements.

### **SICKNESS**

You will be paid in accordance with Statutory Sick Pay.

### **PENSION**

You will be enrolled in the Local Government Pension Scheme.

### **PROBATION**

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

### **APPRAISAL**

All staff undergo an annual appraisal.

