

JOIN US

RECRUITMENT PACK

COMMUNITY
ENGAGEMENT
& EVENTS
OFFICER

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

WWW.MORECAMBE.GOV.UK

TELEPHONE: 01524 956026

Dear applicant,

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

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

Please note that whilst we accept CVs and cover letters, we will also accept other formats of application - this is 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 you submit - so please ensure that your application contains all the information about you that you want to get across.

Please apply by email, for the attention of Luke Trevaskis, to luke.trevaskis@morecambe.gov.uk no later than 31 March 2023.

If you would like an informal discussion about the role and our organisation, or if you have any other questions please call 01524 956026.

Yours faithfully,



Luke Trevaskis
Chief Officer



ABOUT US

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 recently been the first local authority in Lancashire to achieve Quality Council status, the Council is 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 of twenty-six elected councillors across eleven wards and elections take place every four years.

The council is supported by a small team of officers to fulfil its ambitious plans, and it expects to see considerable growth in the delivery of a wider variety of services for the community in the coming years.

Through its strategic three-year action plan, the Council is currently delivering a programme of community events which aim to work with residents to boost economic outcomes for Morecambe, drive entrepreneurship and increase civic pride across the town.

ABOUT THE ROLE

It's an exciting time to be joining the Council and we've recently restructured our team to make our organisation more dynamic, efficient and effective. As Community Engagement and Events Officer you will work closely with the team in the development and delivery of a first-class events programme, designed to promote the work of the Council to a wide-reaching audience.

You will organise an exciting variety of events from start to finish, using your creativity and eye for detail to bring each event to life. This role is key to ensuring that events run professionally, safely and provide an excellent customer experience. As part of this you will identify new opportunities and ways to continually improve each event.

Working in a fast-paced environment, you will ensure that events are promoted, staffed and that relevant marketing materials are produced.

Excellent communication and organisational skills, the ability to work independently as well as part of a team are essential. Experience of working to multiple deadlines and within budget are key to this role. 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.

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 inform local decision making - providing a platform and voice for all.”



WORKING FOR THE TOWN COUNCIL

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 Chief 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 organises fun and exciting team building activities throughout the year to foster strong bonds between colleagues.



JOB DESCRIPTION

1. Research and organise a creative annual programme of community events in consultation with the Council's directives, the Chief 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 all activities comply with Health and Safety requirements and council policies are adhered to.
5. Attend events which the Council is supporting/sponsoring.
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 daily administrative tasks to ensure the functionality and co-ordination of the team's activities.
11. Conduct market research, surveys and analyse reports / questionnaires.
12. Manage content creation for website and social media channels.
13. Write marketing literature in line with brand guidelines, including newsletters, tourism leaflets, and press releases etc.
14. Liaise with external organisations to build relationships and information accessible to the public and stakeholders.
15. Deliver event plans which detail event requirement and aims, situation analysis, budget planning, funding, all resources, the co-ordination of set-up and breakdowns and post-event evaluation.
16. Undertake training and professional development relevant to the role.
17. To undertake any other duties commensurate with the level of the post as may be required by the Council.

PERSON SPECIFICATION

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)

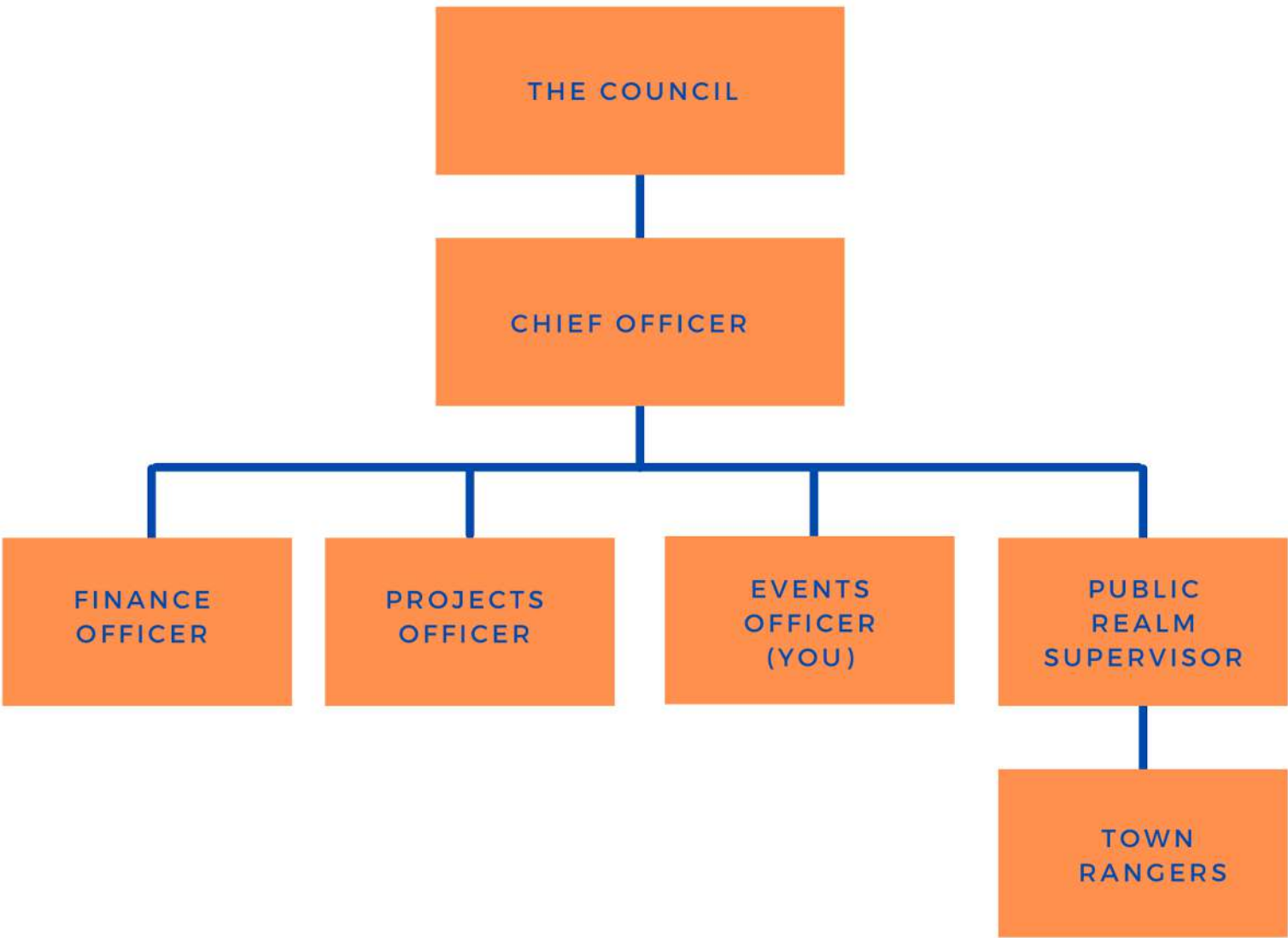
EXPERIENCE

- 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





SELECTION PROCESS AND INTERVIEWS

The closing date for applications is 31 March 2023.

A shortlisting panel comprising the Chief Officer and members of 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 Council aims to shortlist candidates for interview by 4 April 2023.

Interviews will be held during the week commencing 10 April 2023.

The interview panel will comprise of the Chief Officer and a member of the Personnel Committee.

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

Community Engagement and Events Officer

SALARY

You will start on local government SCP 20 (£30,680) dependant on experience, skill set, and qualifications.

These values are set nationally and adjusted for inflation annually.

HOLIDAY

You will receive 8 weeks annual leave.

HOURS OF WORK

This role is full time for 40 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.

