

JOIN US

RECRUITMENT PACK

PUBLIC
RELATIONS
AND
MARKETING
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 Public Relations and Marketing 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 21 September 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 Public Relations and Marketing Officer you will work closely with the team in the development and delivery of a first-class activities programme, designed to promote the work of the Council to a wide-reaching audience.

You will organise an exciting variety of campaigns from start to finish, using your creativity and eye for detail to bring each project to life. This role is key to ensuring that the Council is promoted both professionally and diversely, whilst providing an excellent customer experience. As part of this you will identify new opportunities and ways to continually improve each promotion.

Working in a fast-paced environment, you will ensure that activities are promoted within deadlines, and that all relevant marketing materials are produced. Excellent communication and organisational skills, and 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, colleagues and committees, to understand the needs of the community and deliver solutions.

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

“

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

- Planning and carrying out PR campaigns and strategies, creating a forward strategy for all of the Council's PR and marketing.
- Managing the Council's destination PR and marketing - ensuring tourism promotion is improved to increase visitor numbers. Planning, producing and implementing creative marketing campaigns to promote the place brand, highlighting it as a desirable destination to live, work and invest.
- Monitoring the public and media's opinion of the Town Council and Morecambe, and producing reports for in house circulation.
- Produce creative marketing and communications materials from conception to implementation, including writing creative briefs, copy-writing and editing press releases, leaflets, brochures, speeches, newsletters, websites, social media content, and all other communications including attending exhibitions/road shows.
- Utilising all forms of media, including national, regional and trade press, to build, maintain and manage the public's perception of the Town Council and Morecambe.
- Representing the Council at events.
- Acting as a spokesperson for the Council when required and devising and coordinating photo opportunities.
- Training colleagues and members on how to handle media enquiries and press interviews.
- Developing good working relationships with the media and liaising with the press and colleagues on potential news stories.
- Writing and editing in-house newsletters, publications and reports.
- Managing and updating social media, using all aspects of the marketing mix including advertising, web, and online in creative and innovative ways.
- Undertake market research, and liaise with key partners and stakeholders on joint campaigns.
- Coordinating paid and unpaid advertising.
- Updating the Council's website, and any other public-facing tourism destination websites the Council may create in the future.
- Monitor and evaluate the impact of pr and marketing campaigns and prepare and deliver updates when required.

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

- Qualification to degree level in a marketing related discipline (or equivalent level of experience to show competence over a range of skills and abilities) (E)

SKILLS AND KNOWLEDGE

- Strong IT skills (E)
- Excellent written and verbal communication skills (E)
- Ability to design promotional leaflets, posters and graphics (D)

EXPERIENCE

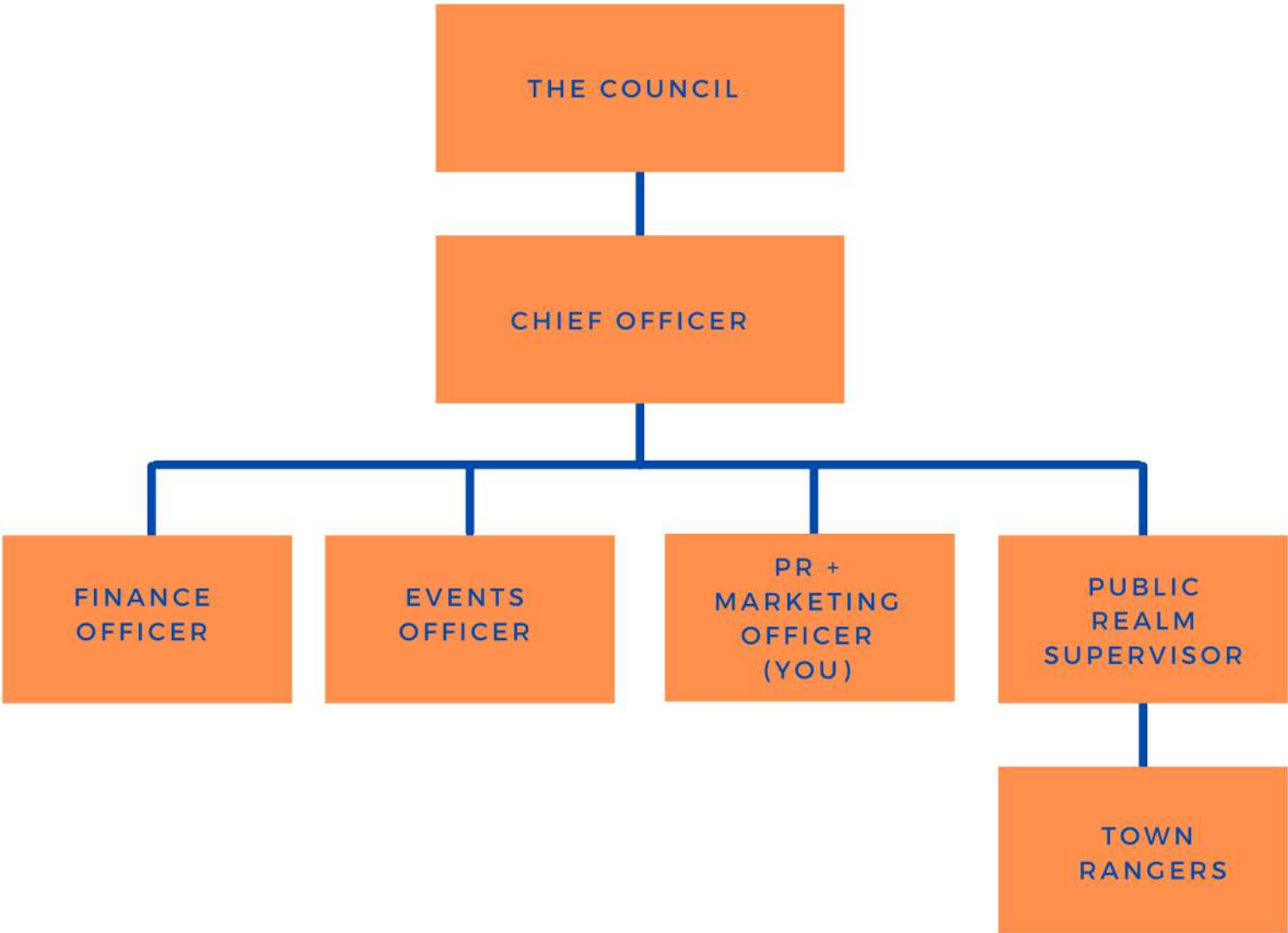
- Experience promoting a diverse range of events and activities (E)
- Experience of tourism or place marketing (D)
- Experience of PR and marketing, including social media platforms (E)
- Experience managing a budget (E)
- Experience using website design software such as Wordpress (D)
- A firm understanding of correct tone, cultural sensitivities, and a grasp of issues relating to equality and diversity (E)

PERSONAL ATTRIBUTES

- A flexible, enthusiastic and proactive approach to work (E)
- Ability to self manage and motivate (E)
- Creative and able to turn a project 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)

A full current UK driving licence is essential, as the post holder will be required to travel across the district to capture marketing material collateral and attend off site meetings. Reasonable adjustments can be made for those who are unable to drive due to a disability.

ORGANISATIONAL STRUCTURE





SELECTION PROCESS AND INTERVIEWS

The closing date for applications is 21 September 2023.

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.

The Council aims to shortlist candidates for interview by 22 September 2023.

Interviews will be held on 27 September 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

Public Relations and Marketing Officer

SALARY

You will start on local government SCP 32-36 (£19.90-£22.09 per hour) 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.

