



**Farnham**  
Town Council



Farnham Town Council  
Appointment of Tourism & Events Officer

Farnham Grade 3/ 4

£21,734

Are you creative, good at organising and a person that makes things happen and gets things done?

Are you passionate about the ability of local government to make a difference and have ambition to deliver excellent services and value for money?

If so, we want to hear from you.

Farnham Town Council is one of the largest town councils in the south of England and we are proud of our reputation for delivering events and working with partners on tourism in the town.

In 2015, thousands of people came along to our events, making this one of our highest profile services. Our year-long calendar of events contributes greatly towards making Farnham one of the best places in which to live, work or visit.

We are now seeking to recruit a Tourism and Events Officer, who will be someone who is well-organised, have an eye for detail, an understanding of good marketing and project management and the confidence to raise sponsorship and funds from external partners.

You need to work well in partnership with other organisations and be able to organise and run events where you are the lead organiser.

Please email [rachel.aves@farnham.gov.uk](mailto:rachel.aves@farnham.gov.uk) or write to Rachel Aves, Farnham Town Council, South Street, Farnham GU9 7RN for more information and to obtain an application pack.

Closing date for receipt of applications will be 5pm on Tuesday 3 May..

Interviews will take place on Wednesday 11 May.



FARNHAM TOWN COUNCIL  
*Events Officer*

JOB SPECIFICATION

<b>Post:</b>	Tourism & Events Officer
<b>Responsible to:</b>	Town Clerk
<b>Conditions:</b>	National Joint Council for Local Government Services
<b>Grade:</b>	Range - Spinal Column Points 25-30 (£21,734 - £25,727)
<b>Pension:</b>	Local Government Pension Scheme (managed by Surrey County Council Scheme) is available
<b>Car Allowance:</b>	Mileage will be paid at the HMRC scale rate (45p per mile)
<b>Working Hours:</b>	<p>Contracted hours of 37 per week Core hours 9.00 am - 5.00 pm Monday - Thursday 9.00 am - 4.30 pm Friday Saturday and Sunday and working outside of core hours as and when required by either the Town Clerk or commitments to planned events. Attendance at evening meetings, particularly with external partners will occasionally be required as part of this role.</p> <p>A Time-Off-In-Lieu policy for working outside of normal office hours is operated by the Town Council</p>
<b>Holidays:</b>	<p>Public Holidays plus 2 extra statutory days Annual Leave entitlement of 21 days with 4 additional days after not less than 5 years continuous service under one or more local authority at the date of appointment.</p>
<b>Period of Notice:</b>	Two calendar months by either the employer or the employee
<b>Probation Period:</b>	Three months from date of appointment for new appointees



## Tourism & Events Officer

### **Purpose of the role:**

To lead and develop a programme of events in the Farnham Town Council area and to support visitor related projects and activities.

### **Main Areas of Responsibility:**

#### Events

To undertake a programme of major events in the town, including:

- Spring Festival
- Music in the Meadow
- Picnic in the Park
- Feast of Food/Food Festival
- Christmas Light Switch-on
- Christmas Market

Plus offer support to the Council's civic and twinning activities, Farmers' Markets, Italian Market and on occasion external events organised by local community groups.

#### Tourism & Events Working Group

To manage the work of the Tourism and Events Working Group including:

- Advising the Working Group on relevant matters including the development and implementation of the Group's aims, objectives and strategic direction.
- Preparation of agendas, reports and minutes.
- Attending meetings as required.

#### Communications

To develop appropriate channels of communication with the local business community, including efforts to secure financial and other support for events including:

- Maintaining and developing relationships with a range of community groups, local businesses, local authorities and voluntary organisations in the town and support local projects.
- Raising sponsorship for specific projects and events.
- Seeking feedback from residents, businesses and visitors and implementing improvements.
- Actively keeping residents and local businesses updated on the councils activity.

#### Marketing & Publicity

To assist with the Town Council's marketing and publicity activities, including:

- Updating the Council's website according to the Council's current marketing strategy and branding guidelines.
- Providing input for press releases and publications.

- Production of event related publicity and promotional material.
- Liaising with external organisation to advertise events appropriately.
- Publishing relevant information on the Council's Social Media accounts.
- Taking part in and providing information for the publication of relevant promotional material such as the visitor guide/maps.

### Visitor Strategy

To aid the development the Council's tourism activities and visitor strategy, including:

- Taking part in the promotion and marketing of Farnham and its villages as a visitor destination, including the Craft Town initiative and similar themed programmes.
- Supporting local partnerships, including the Farnham Visitors' Forum, to promote Farnham.
- Maintaining and developing relationships with a range of local businesses, community groups, local authorities and voluntary organisations in the town and developing new links for the benefit of residents and business.
- Liaising with other local authorities and external organisations in promoting the Town Council and its work, as required.
- Assisting, and at times leading, the development of a range of initiatives and projects as a result of the Visitor strategy.
- Developing and maintaining Visitor Information Outlets in the area.

### General Administration

- To provide additional support as required by the Town Clerk and Team Leaders.
- To take and relay accurate and timely messages from telephone callers and answer queries where possible.
- To deal with enquiries from Councillors, Officers of the Council and the general public.

### General Duties

- Responsibility for developing and implementing new programmes, projects and plans to meet the Council's aims and objectives.
- Maintaining and preparing key performance indicators for projects.
- Attending external meetings and to represent the Council as required.
- Attending Civic functions as and when required.
- Supporting colleagues and providing any cover as directed by the Team Leaders and the Town Clerk.
- Carrying out any other reasonable duties, as required.

## Tourism &amp; Events Officer: Person Specification

COMPETENCIES	ESSENTIAL	DESIRABLE
<b>Communication</b> Excellent written and verbal communication skills.  Enthusiastic and able to convey key messages to target audiences.	Level 2 of Competency Framework.	Workplace experience of dealing with a variety of businesses and people Marketing qualification
<b>Customer Service</b> Clear focus on delivering excellent customer service.  A positive, can-do outlook.	Level 2 of Competency Framework. Workplace experience of doing this.  Experience of working in a customer facing role.	
<b>Team Working</b> Able to understand team goals and work together to deliver targets.	Level 2 of Competency Framework. Workplace experience of doing this.  Demonstrate experience of team working.	Experience in contributing effectively to external partnerships.
<b>Managing Self and Others</b> Ability to organise own time to meet project targets.  Commitment to continuing Professional Development.	Level 3 of Competency Framework.	
<b>Can Do Approach/Results</b> Demonstrate ability to develop and implement projects including securing sponsorship, producing publicity and deliver projects to deadlines.	Level 2 of Competency Framework.  Examples of delivery of projects on time and within budget constraints.	Good project planning experience  Examples of securing external funding
<b>Other</b>  <b>PR/Marketing/Social Media</b> Ability to communicate in a clear, concise manner an effective message to a broad range of audiences.	A good understanding of how social media works and how it can be used effectively.	Workplace experience of managing social media accounts and

<p>Knowledge of Content Management Systems</p> <p>Proficient use of Microsoft Outlook, Word, Excel and Publisher.</p>	<p>Practiced experience of using relevant social media streams.</p> <p>Good ICT skills and experience with comparable packages will be acceptable.</p> <p>Able to work weekends and evenings as required.</p> <p>Full driving licence.</p>	<p>knowledge of its use and best practice in the Public Sector.</p> <p>Experience of using CMS.</p> <p>Formal ICT qualification(s)</p>
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## Application Form - Private and Confidential

Please complete ALL sections in type or black ink and use only A4 size paper as continuation sheets as required.

Job Details	
Post applied for:	
Personal Details	
Family Name:	Forename(s):
Preferred title (eg Mr/Mrs/Miss/Ms/Dr/Other):	
Address:	
Post Code:	
Telephone numbers	Mobile:
Home:	Work:
Personal email:	
<p><b>Asylum and Immigration Act 1996.</b>            It is a criminal offence to employ persons whose immigration status prevents them from working in the United Kingdom. Prior to appointment, you will be required to provide evidence of a passport or other documents on the approved list to satisfy Farnham Town Council that the Asylum and Immigration Act 1996 is being complied with.</p>	
Do you require a work permit to work in the UK?	Yes/No
References (please refer to the Guidance Notes for Job Applicants)	
Name:	Name:
Job Title:	Job Title:
Name of Organisation:	Name of Organisation:
Address:	Address:
Post Code:	Post Code:
Tel No:	Tel No:
How long have you know this person and in what capacity?	How long have you know this person and in what capacity?
Are you happy for us to contact this referee prior to interview? Yes/No (please indicate)	Are you happy for us to contact this referee prior to interview? Yes/No (please indicate)

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**Present or Most Recent Employment**

Name & Address of employer:	
Post Code:	
Job Title:	Dates employed:
Current or final salary:	Period of notice required:
Please give a brief outline of your main responsibilities:	

**Previous Employment**

*Please list all previous employment in chronological order (most recent first)*

Dates From to	Name & Address of Employer	Job Title and outline of main responsibilities	Reason for leaving



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Education & Qualifications			
<i>Please give details of all educational qualifications obtained and those currently being pursued</i>			
Name of School, College, University, etc	Dates attended From/to	Subjects studied / Qualifications worked towards	Grades and year obtained

TRAINING		
<i>This includes trade/professional training, government training schemes, apprenticeships, short courses and secondments</i>		
Course Title	Organisation	Dates

Membership of Professional Institutes		
Institute	Level of Membership	Year of Award

Other Experience	
<i>Details should be given for any period not accounted for by full-time employment, education and training, eg unemployment or voluntary work.</i>	
Experience	From/To

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**Information in Support of Your Application**

*(please refer to the Guidance Notes for Job Applicants and read the job description  
Competency Profile and person specification before completing this section)*  
If further space is needed, please continue on a separate A4 sheet.

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Rehabilitation of Offenders Act 1974
Please give details of any "unspent" convictions as defined in the Rehabilitation of Offenders Act 1974. Unless the nature of the position allows Farnham Town Council's interviewing managers to ask questions about your entire criminal record we only ask about "unspent" convictions. A criminal record will not necessarily be a bar to obtaining a position at Farnham Town Council.

Additional Information			
<b>Driving Licence:</b>			
Do you hold a current driving licence?	Yes/No	Are you a car owner or do you have access to a car?	Yes/No
If YES, please state the type of licence you hold:			
Do you have any current endorsements?			Yes/No
If YES, please specify:			

**GENERAL INFORMATION**

- i) Are you a partner of or related to an Elected Member or Employee in this Council? Yes/No
- If yes, please state name, position and relationship:
- ii) Are you currently a Local Authority Councillor? Yes/No
- iv) Are you available for interview on the date given (if given) Yes/No  
(If no, please attach letter giving details)

## Declaration

I certify that the above information is correct and acknowledge the following will result in disqualification of my application or dismissal as appropriate:

- (i) the provision of false information, either expressly or implicitly in this application or any other part of the selection process;
- (ii) canvassing a Member or senior officer of this Authority in respect of this application.

I agree to Farnham Town Council checking any details in this form to verify the accuracy of the data, including contacting any or all of my previous employers.

### **Data Protection for Application Forms.**

In line with the Data Protection Act 1998, the information you have supplied will be held for the purposes of recruitment and selection and will only be used for those purposes. We may, in connection with your application, gather information about you from others, which will only be carried out as the law permits, i.e., to check accuracy of information, prevent or detect crime and/or protect public funds. Information is held in a secure location

If I accept employment with Farnham Town Council, I consent to my personal information being held by the organisation for the administration of my Contract of Employment.

Signed:

Date:

Name:

## Brief Guidance Notes for Job Applicants

Please complete the different sections of the application form to the best of your ability and only append additional sheets when you have run out of space.

**If you attach a C.V. and do not fully complete this form, your application may be disadvantaged.**

### Information in Support of your Application

This is your opportunity to tell us why we should offer you the position.

Please give your reasons for applying for this post and explain how you meet the person specification, in particular the essential criteria, ensuring that you give evidence and examples of how your skills, knowledge and experience meet these short-listing requirements. If further space is need, please continue on a separate A4 sheet.

When posts require regular travel throughout Surrey, if you do not have a driving licence or access to private means of transport, you will need to demonstrate how you will meet these criteria

### References

A minimum of two references is required and we would prefer them to be your two most recent employers including your current employer, if you are in employment. References will not be taken up without your prior agreement.

### Please return this application form to:

Rachel Aves – Team Leader  
Famham Town Council  
Council Offices  
South Street  
Famham  
Surrey GU9 7RN

Telephone: 01252 823130

Email: [Rachel.aves@famham.gov.uk](mailto:Rachel.aves@famham.gov.uk)