



Appointment of Tourism & Events Officer

Farnham Grade 3

Range £23,111 to 27,358

**Plus Local Government Pension Scheme and additional pay
for attendance at events**

Are you creative, good at organising and a person that makes things happen and gets things done? Are you an excellent team member who can also motivate and inspire colleagues and volunteers with your enthusiasm?

Do you have ambition and are able 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 high quality events throughout the year and working with partners on tourism in the town.

In 2017, 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.

Please email customer.services@farnham.gov.uk or write to 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 10am on Monday 30 July.

Interviews will take place on Monday 6th August.



FARNHAM TOWN COUNCIL

Events Officer

JOB SPECIFICATION

Post:	Tourism & Events Officer
Responsible to:	Assistant Town Clerk and Town Clerk
Conditions:	National Joint Council for Local Government Services
Grade:	Range - Spinal Column Points 25-30 (£23,111 - £27,358)
Pension:	Local Government Pension Scheme (managed by Surrey County Council Scheme)
Car Allowance:	Mileage will be paid at the HMRC scale rate (45p per mile)
Working Hours:	<p>Contracted hours of 37 per week</p> <p>Core hours 9.00 am - 5.00 pm Monday - Thursday 9.00 am - 4.30 pm Friday</p> <p>Saturday and Sunday and working outside of core hours as and when required by either the Town Clerk or commitments to planned events.</p> <p>Attendance at evening meetings, particularly with external partners will occasionally be required as part of this role.</p> <p>Additional payments or time-off-in-lieu will be available for agreed working outside of normal office hours</p>
Holidays:	<p>Public Holidays plus 2 extra statutory days</p> <p>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>
Period of Notice:	Two calendar months by either the employer or the employee
Probation Period:	Three months from date of appointment for new appointees



JOB DESCRIPTION

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
- Walking Festival (two weeks in late spring)
- Music in the Meadow/Music in the Vineyard
- Picnic in the Park
- Gin Festival
- Feast of Food/Food Festival (two weeks in September including Gin Festival)
- Christmas Light Switch-on
- Christmas Market

This will involve (but not limited to):

- Monitoring of event budgets.
- Securing financial support and sponsorship from local businesses and organisations as part of the Council's budget strategy.
- Project management of each individual event, ensuring all activities meet their required deadlines and within budget
- Working with external suppliers
- Liaising with local businesses, stallholders, performers, local schools
- Recruitment of volunteers and event staff.
- Managing a team on-site including volunteers on the main events
- Adhering to health and safety policies and ensuring all licencing requirements are followed.

In addition, the postholder will offer support to the Council's civic and twinning activities, Farmers' Markets and on occasion external events organised by local community groups where the Council has an interest (eg Farnham Bike Festival, the Farnham Flash Festival, the Farnham Craft Month and the Farnham Christmas Tree Festival)

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 content for event related publicity, publications and promotional material.
- Design of adverts that will be used to promote the Council's events.
- Liaising with external organisations to advertise events appropriately.
- Publishing relevant information on the Council's Social Media accounts- using Social Media as an advertising tool in accordance with agreed protocols.
- Taking part in and providing information for the publication of relevant promotional material such as the visitor guide/maps.
- Providing publicity support for other community events including involvement in the Council's publications.

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.
- Recruiting and liaising with local retailers with special projects that will help promote Farnham as a visitor destination.
- Developing and maintaining Visitor Information Outlets in the area.

General Administration

- To provide additional support as required by the Town Clerk and senior managers/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 raising any matters of concern with the Town Clerk.

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 Town Clerk or Senior managers.
- Carrying out any other reasonable duties, as required.

Tourism & Events Officer: Person Specification		
COMPETENCIES	ESSENTIAL	DESIRABLE
<p>Communication Excellent written and verbal communication skills.</p> <p>Enthusiastic and able to convey key messages to target audiences.</p>	<p>Level 2 of FTC Competency Framework.</p>	<p>Workplace experience of dealing with a variety of businesses and people</p> <p>Marketing qualification</p>
<p>Customer Service Clear focus on delivering excellent customer service.</p> <p>A positive, can-do outlook.</p>	<p>Level 2 of FTC Competency Framework. Workplace experience of doing this.</p> <p>Experience of working in a customer facing role.</p>	
<p>Team Working Able to understand team goals and work together to deliver targets.</p>	<p>Level 2 of FTC Competency Framework. Workplace experience of doing this.</p> <p>Demonstrate experience of team working.</p>	<p>Experience in contributing effectively to external partnerships.</p>
<p>Managing Self and Others Ability to organise own time to meet project targets.</p> <p>Commitment to continuing Professional Development.</p>	<p>Level 3 of FTC Competency Framework.</p>	

<p>Can Do Approach/Results</p> <p>Demonstrate ability to develop and implement projects including securing sponsorship, producing publicity and deliver projects to deadlines.</p>	<p>Level 2 of FTC Competency Framework.</p> <p>Examples of delivery of projects on time and within budget constraints.</p>	<p>Good project planning experience</p> <p>Examples of securing external funding</p>
<p>Other</p> <p>PR/Marketing/Social Media</p> <p>Ability to communicate in a clear, concise manner an effective message to a broad range of audiences.</p> <p>Knowledge of Content Management Systems</p> <p>Proficient use of Microsoft Outlook, Word, Excel and Publisher.</p>	<p>A good understanding of how social media works and how it can be used effectively. 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>Workplace experience of managing social media accounts and knowledge of its use and best practice in the Public Sector.</p> <p>Experience of using CMS.</p> <p>Formal ICT qualification(s)</p>

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:	Tourism and Events Officer		
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>Asylum and Immigration Act 1996.</p> <p>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			
<i>(please refer to the Guidance Notes for Job Applicants)</i>			
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)

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:			
<div></div>			
Previous Employment			
<i>Please list all previous employment in chronological order (most recent first)</i>			
Dates From to	Name & Address of Employer	Job Title and outline of main responsibilities	Reason for leaving

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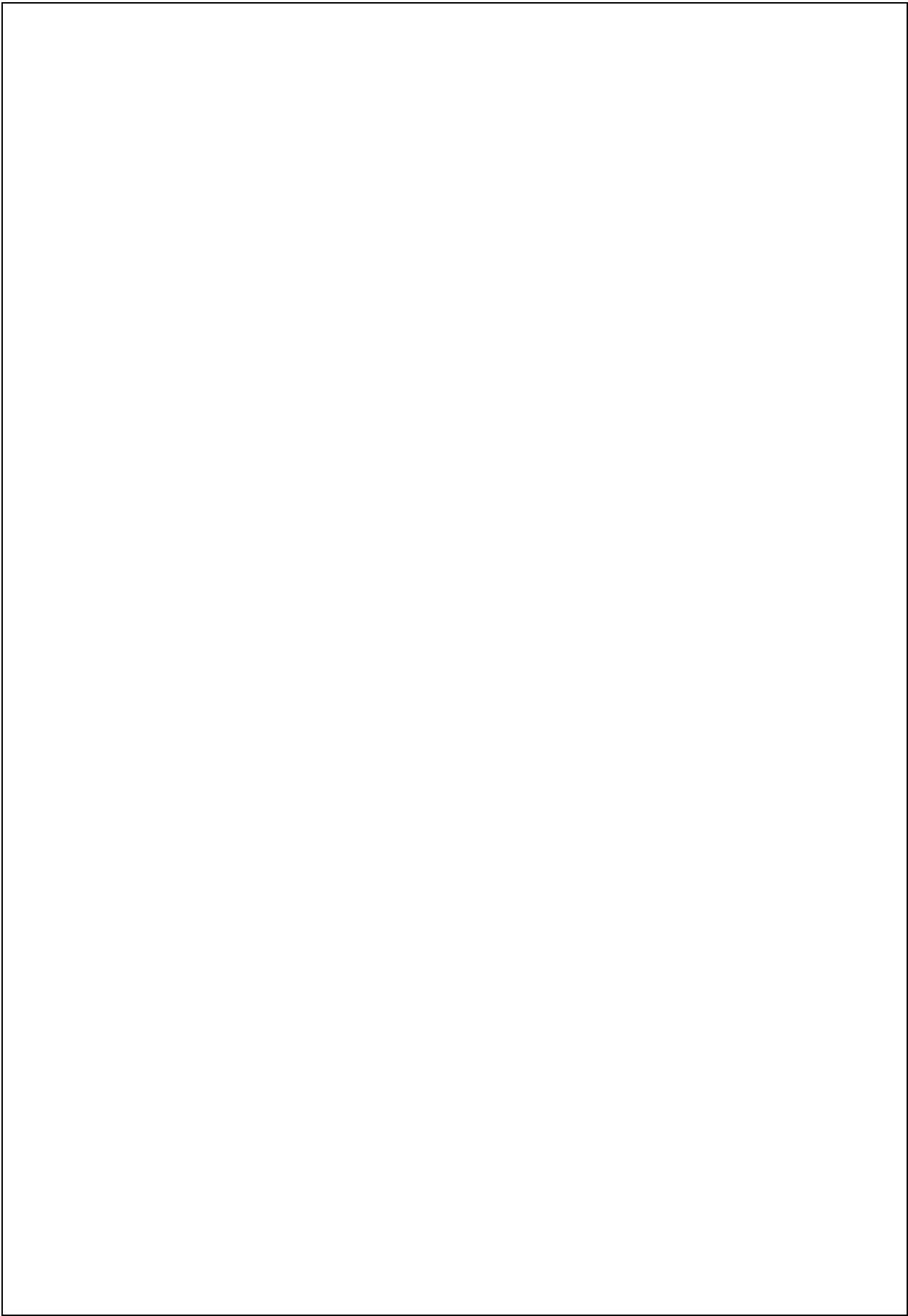
Education & Qualifications			
<i>Please give details of all educational qualifications obtained and those currently being pursued</i>			
Name of School, College, University, etc	Dates attended From/to	Subjects studied / Qualifications worked towards	Grades and year obtained

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

Information in Support of Your Application <i>(please refer to the Guidance Notes for Job Applicants and read the job description Competency Profile and person specification before completing this section)</i> If further space is needed, please continue on a separate A4 sheet.



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			
Driving Licence:			
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 General Data Protection Regulation and related legislation, 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:

Iain Lynch – Town Clerk
Farnham Town Council
Council Offices
South Street
Farnham
Surrey GU9 7RN

Telephone: 01252 712667

Email: town.clerk@farnham.gov.uk