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**APPLICATION FORM for BUSINESS AND COMMUNITY ENGAGEMENT OFFICER**

**(CVs not accepted)**

**CONFIDENTIAL**

**Job application form – Section A**

**Section A** will be separated from **Section B** before shortlisting and is not seen by anyone involved in the selection process. The shortlisting panel will make their decisions based on Section B without access to personal information. Please complete this form as a word document and send it as an attachment to townclerk@keynsham-tc.gov.uk

Please use **BLOCK CAPITALS** and continue on separate sheet(s) if space is inadequate.

**PERSONAL DETAILS**

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| **YOU** | |
| Title (Mr/Mrs/Miss/Ms/Dr) | First names: |
| Family Name: |
| Previous Family Name (if applicable) |
| Current address: | |
| Email: | Postcode: |
| Telephone: | Mobile: |
| National Insurance No: | Date/Place of Birth |
| Do you hold a clean driving licence? | YES/NO |
| Do you have access to a car? | YES/NO |
| How did you learn of this vacancy?  Are you to your knowledge related to or know any member or officer of Keynsham Town Council? If so, please give details:  ………………………………………………………………………………………………… | |

**REFERENCES**

Please provide the names and address of two referees who can comment on your suitability for this job. Please provide just one referee as your current or most recent employer. Do not use friends or relatives.

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| 1. Name |  | 1. Name |  |
| Position |  | Position |  |
| Relationship to applicant |  | Relationship to applicant |  |
| Address: | | Address: | |
| Postcode: |  | Postcode: |  |
| Tel No: |  | Tel No: |  |
| Email: |  | Email: |  |
| Are you happy for us to take up references before interview YES/NO | | Are you happy for us to take up references before interview YES/NO | |

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| **RIGHT TO WORK IN UK** |
| Are you legally entitled to work in the UK? YES NO  *We will require evidence of this prior to commencing employment* |
| **CRIMINAL RECORD** |
| Have you ever been convicted of a criminal offence? YES NO  Declaration subject to the rehabilitation of Offenders Act 1974  **If YES,** please give details: ……………………………………………………………………………………………………………………  ……………………………………………………………………………………………………………………  ………………………………………………………………………………………………………………….. |

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| Have you ever been subject to a misconduct determination by a regulatory body? Please give details. |

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| Are you related to a Councillor, or employee of Keynsham Town Council? If yes, please provide their name and position below. |

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| Have you ever been dismissed from any previous employment? If yes, please indicate below which employment and specify the reasons for your dismissal. |

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| If you have a disability, are there any arrangements we can make for you if you are called for an interview? |

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| **Job application form – Section B**  **EDUCATION DETAILS** | | |
| Please give details of all secondary education including examinations taken *(with results).* | | |
| Schools/Colleges | Courses/Exams | Qualifications obtained date |
| State any other achievements during education.  ……………………………………………………………………………………………………………………………………………  *Please be prepared to provide certificates of pass. etc.* | | |

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| **FURTHER/HIGHER EDUCATION DETAILS** | | |
| Please give details of any university course or other further education undertaken (including youth training, technical courses, vocational studies, correspondence courses, etc.) | | |
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| *Please be prepared to provide certificates of pass. etc.*  **Other training and courses attended in the past five years;** | | |

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| **PUBLIC OR VOLUNTARY COMMITMENTS** |
| Please give details of membership of any public or voluntary body and indicate the approximate time commitment entailed. |
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| **EMPLOYMENT DETAILS** |
| Please give details of relevant previous employment/key achievements that might help us assess your suitability for the job for which you are applying, starting with the most recent employment and working backwards. |
| **CURRENT/LAST EMPLOYER:**  Dates from to  Name:  Address:  Postcode:  Position(s) held: Salary/Wage:  Reason for leaving:  Notice period:  Does your current contract of employment contain any restrictions that prevent you from competing with your current employer or soliciting its customers after you have left? YES NO  ***If YES,*** *please supply a copy of your contract of employment.*  *Please note that we will not contact your present employer for a reference without your permission. However, any job offer made will be subject to receipt of satisfactory references. It is our policy to contact ALL named referees.* |

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| **PREVIOUS EMPLOYMENT (1):**  Dates From To  Name: ………………………………………………………………………………………………………………………  Address:  Post Code:  Position(s) held: Salary/Wage:  Outline of duties/key achievements:    Reason for leaving: |

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| **PREVIOUS EMPLOYER (2):**  Dates from .to  Name: ……………………………………………………………………………………………………………………  Address:  Position(s) held: Salary/Wage:  Outline of duties/key achievements:  Reason for leaving: |

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| **INTERESTS, HOBBIES AND SPORTS** |
| Please give details of all your spare time interests and hobbies including details of membership of bodies, committees, voluntary work: |

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| **HEALTH** |
| Do you require any reasonable adjustments for the appointment?  **If YES,** please give details: ……………………………………………………………………………..…………………………………...  ……………………………………………………………………………………………………………………  ……………………………………………………………………………………………………………………  ……………………………………………………………………………………………………………………  ……………………………………………………………………………………………………………………  ……………………………………………………………………………………………………………………  ……………………………………………………………………………………………………………………  ……………………………………………………………………………………………………………………  …………………………………………………………………………………………………………………… |

**YOUR REASONS FOR APPLYING FOR THIS JOB (applicable to ALL applicants)**

**Please state the reasons why you are applying for this job.** This is an important part of your application, and we strongly advise you to use this opportunity to explain your suitability for the job. All information is used to draw up a shortlist and is directly related to the fair assessment of your application. If you do not provide sufficient evidence on these points, your application may be rejected.

In your application pack, you have been given a Job Description and Person Specification which identifies the essential and desirable experience and knowledge required for the job. Please provide examples and evidence of your experience and abilities which relate directly to the job being applied for.

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| **DATA PROTECTION** |
| The Data Protection Act 1998 (“the Act”) sets out certain requirements for the protection of your personal information against unauthorised use or disclosure. The Act also gives you certain rights. Except to the extent, we are required or permitted by law, the information which you provide in this application form and any other information obtained or provided during the course of your application (“the information”) will be used solely for the purpose of assessing your application. If your application is unsuccessful or you choose not to accept any offer of employment we make, the information will not be held for longer than is necessary, after which time it will be destroyed, although relevant information will be retained in the longer term to facilitate our equal opportunity monitoring. If your application is successful, the information will form part of your employment file and we will be entitled to process it for all purposes in connection with your employment. So that we may use the information for the above purposes and on the above terms, we are required under the Act to obtain your explicit consent. Accordingly, please sign the consent section below.  I CONSENT TO MY PERSONAL INFORMATION BEING USED FOR THE PURPOSES AND ON THE TERMS SET OUT ABOVE.  Signed: Date: |

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| **UNDERTAKING** |
| Please read and sign the following undertaking:  *I confirm that the information I have given on this application form is, to the best of my knowledge and belief, true in all respects. I understand that, should I have deliberately made a false or misleading statement on this form my future employment can be terminated without notice.*  Signed: Date:  **Note: We are an equal opportunities employer and will not tolerate discrimination in any form.** |

**Please note the closing date is Friday 19th August 2022 and interview dates will be confirmed after short-listing.**

**Email to:** [**townclerk@keynsham-tc.gov.uk**](mailto:townclerk@keynsham-tc.gov.uk)

**Or deliver/post to Keynsham Town Council, 15-17 Temple Street, Keynsham. BS31 1HF. Tel: 01179 868683**

**BUSINESS AND COMMUNITY ENGAGEMENT OFFICER**

**20 HRS PER WEEK**

**NJC SCP 15 – 17 from £23,953 - £24,920**

**(NJC SCP 15 – 17 pro rata rate £12,948 - £13,468**

**LOCAL GOVERNMENT PENSION SCHEME**

**JOB DESCRIPTION**

**PURPOSE OF JOB**

The Business and Community Engagement Officer will be asked to perform specific communication, marketing and engagement activities to help support the delivery of the Town Council’s projects, services, events, consultations and other initiatives under the direction of the Town Clerk and Deputy Town Clerk. They will develop positive and proactive marketing and communications to build and facilitate active engagement with business and local communities and raise awareness of both the Town Council and Keynsham to local people and visitors alike.

**SPECIFIC DUTIES AND RESPONSIBILITIES**

**STRATEGIC VISION**

* To work with the senior officers in developing an innovative multi-channelled Marketing and Communications Policy in combination with a Community Engagement Strategy for Council approval and subsequent periodic revision.
* To identify and develop engagement strategies and material to ensure accessibility for all groups with particular attention to the Council’ Public Sector Equality Duty.

**BUSINESS AND COMMUNITY ENGAGEMENT, PROMOTION AND EVENTS**

* To identify and maintain distribution lists of key stakeholders and maximise opportunities to improve community engagement, involving stakeholders in projects, events, collaborations and consultations to develop a sense of pride in Keynsham.
* To keep the business database updated and run engagement events/marketing activities with Keynsham businesses.
* Under the direction of the Town Clerk, to ensure all Town Council data collected is held and processed according to the requirements of the Data Protection Act and pending General Data Protection Regulations.
* To ensure news pertinent to Keynsham residents and businesses is promoted and disseminated through various channels including social media, web site and email distribution lists in a timely fashion.
* To design and deliver public consultations to generate engagement and receive feedback on projects relevant to Keynsham including the Neighbourhood Development Plan, the Future of the Town Centre and on the general performance of the Town Council.
* To support the Deputy Town Clerk, (and liaise with other members of staff and external stakeholders as necessary), in the organisation and management of events led by or involving the Council including producing all marketing and promotional materials. This includes (but is not limited to) Winter Festival, Music Festival, Quarterly Business Forum, Remembrance Day Parade, Summer Bandstand Events programme, Community Networking Event, Grant’s presentation evening, Keynsham in Bloom, HS HAZ Cultural Consortium activities and any other events in which the Town Council may wish to engage.
* To liaise with outside bodies and community organisations whose purpose is the promotion of Keynsham including Bath & North East Somerset Council, and Destination Marketing organisations.
* To provide support for the Events, Arts, Tourism and Heritage (EATH) Committee and facilitate any strategies arising from there.
* Attend evening meetings and occasional weekend work and maintain a flexible approach to working hours.

**PRESS RELATIONS**

* To pro-actively monitor all external media relating to the Town Council and work with the Town Clerk to ensure systems are in place for the development and maintenance of a positive reputation and public profile of the Town Council.
* To build and maintain regular contact with local, regional, national and specialist media and, on the instruction of the senior officers, write copy for press releases, create photo opportunities and organise media events.

**MARKETING AND COMMUNICATIONS**

* To design marketing and promotional material to a high standard with a view to Accessibility.
* To ensure the Council’s branding is used and applied correctly at all times and on all mediums and to assist with the future re-branding of the Town Council.
* Liaising with the Town Clerk (and any other relevant member of staff) in order to facilitate the collation of articles and production of a quarterly Town Council newsletter.
* To identify, collate, design and produce quarterly themed posters for exhibition at Keynsham Railway Station in accordance with the Great Western Railway grant conditions and poster specifications.
* To design and collate articles for a quarterly Arts Newsletter.
* To develop the Council’s web presence to bring and keep it up to date, ensuring it is maintained, monitored and updated on a daily basis for all Council services and activities and taking responsibility for ensuring it meets the legislative requirements relating to Accessibility and the Transparency Code.
* To ensure the Town Council’s social media accounts are maintained, monitored and regularly updated on a daily basis.
* To ensure Town Council Agendas and other official notices are displayed on the website and noticeboards in accordance with the legislative requirements for public notifications (3 clear working days or more depending upon the notice).
* To develop and maintain a library of photographic and video content.
* To source quotations from suppliers for marketing and promotional material including for example noticeboards, maps, posters, banners, programmes, brochures.
* To assist in the preparation of monthly financial reports.

**GENERAL DUTIES AND RESPONSIBILITIES**

As part of a small team, the jobholder is also expected to carry out other duties that may be reasonably required to support the operational needs to the Council, including supporting other members of staff during sickness and holiday absence. This will include the following as and when the need arises:

* Reception duties including dealing with enquiries and issues arising from the public by phone, email or face-to-face; taking and passing on messages; receiving visitors to the office and providing refreshments. Please note some enquiries relate to the operation of the Cemetery and will need to be dealt with discretely and empathetically.
* Ensuring the office is clean, tidy and welcoming to visitors.
* Report matters of concern raised by residents, and that are outside the control of the Town Council to outside bodies including B&NES Council.
* Handling sales of Events tickets via an electronic ticketing system.
* Handling/registering post (in and out).
* Management and maintenance of an effective filing and archiving service in support of all office activities (paper and electronic).
* Maintaining up-to-date literature displays.
* Ensuring noticeboards, website, social media, literature, spreadsheets and schedules etc are kept up to date on a weekly basis with a wide variety of Council, Community and Arts information/communications.
* To assist where necessary with the distribution of Agendas, Minutes, letters and reports.
* Dealing with purchase of office supplies and booking of accommodation for various meetings.

**GENERAL INFORMATION**

* This post is subject to the National Agreement on Pay and Conditions of Service as agreed by the National Joint Council for Local Government Services.
* This is a part-time position of 20 hours/week to be spread evenly throughout the week, although additional evening and weekend work may be required from time to time for events and meetings. The Council operates a Time Off in Lieu Policy for this position.
* The jobholder will be required to work Monday to Friday, either in the mornings or afternoons, to ensure adequate staff cover in the office. Hours of work are therefore either 8.30 – 12.30 p.m. Mondays to Friday or 1.00 -5.00 pm Mondays to Thursdays and 12 noon – 4.00 pm Fridays.
* Holiday entitlement is 26 days plus bank holidays, rising to 31 days after 5 years local government service (pro-rata for part-time positions)
* The post holder is contractually entitled to join the Local Government Pension Scheme; details available on request. The Town Council also operates automatic enrolment into the same pension scheme, but employees can opt out if they wish.
* The post holder will be expected to be responsible for his/her own personal health, safety and welfare in the workplace.
* The post holder is expected to promote good equal opportunities practices and to take positive steps to counter discrimination however and wherever it occurs.
* This job description only contains the main accountabilities relating to this post and does not describe in detail all the duties required to carry them out.
* Reports to the Town Clerk/Deputy Town Clerk.
* Note: The nature of Town Council business makes it necessary on occasion for the post holder to attend certain functions/events outside normal office hours.

**Note: This job description is a guide only and whilst it covers most aspects of the post, the post holder will be required to carry out other duties commensurate with the post.**

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| TC Logo**PERSON SPECIFICATION**  **Post Title: Business and Community Engagement Officer**  **Grade: NJC 15 - 17 Hours: PART TIME 20hrs per week** | | |
| **REQUIREMENT** | **ESSENTIAL** | **DESIRABLE** |
| EDUCATION /QUALIFICATIONS/TRAINING | 5 GCSE’s including Maths and English  Undertaken training in either business administration/marketing techniques/ social media and/or external marketing and communications. | Educated to degree level of holding a marketing/communications or business-related qualification  Relevant qualification or training in website content management |
| EXPERIENCE | Experience of running community engagement initiatives  Demonstrable experience working in a Marketing/Communications or Community engagement role  Experience of generating written content on and offline to a high standard; including reports and publicity  Experience of website and social media content management in a work/professional context  Experience of working with a wide variety of stakeholders including the media.  Experience of working in a customer service office environment  Experience of working in a busy team to strict deadlines  Experience of filing/archiving (both paper and electronic), and managing data repositories on a weekly basis  Experience of prioritising work loads and dealing with competing demands | Experience of dealing with a wide range of people, both internal and external, including dealing with people in a sensitive and sympathetic manner  Experience of engaging with businesses and community groups  Experience of assisting with the development and implementation of marketing and communications strategies/plans.  Experience of working in local government |
| SKILLS & KNOWLEDGE | Excellent oral and written skills including an ability to relate to and communicate with Councillors, staff, members of the public, businesses and external agencies  Good standard of computer knowledge with MS Office IT competency (MS Word, Excel, Outlook, and Powerpoint)  Excellent understanding of digital communications, including Knowledge and ability to use Internet and Social Media platforms and apps  knowledge and ability to use Desk Top publishing software (MS Publisher, Adobe, Canva or other)  Knowledge of regulations pertaining to acquisition and processing of personal data as per Data Protection Act and General Data Protection Regulations  Knowledge of Health and Safety, Risk Assessment and Event management  Good organisational and time management skills with the ability to work pro-actively and multi-task  Good attention to detail and proof-reading skills. | Awareness of Local Government, community engagement, the democratic process and legal and procedural obligations of Town and Parish Councils  Knowledge of Keynsham  Understanding of media relations including media law and management of reputational issues and risk  A knowledge of and commitment to the development, understanding and implementation of Equal opportunities and Diversity and to consider these in service delivery |
| BEHAVIOURAL  COMPETENCIES/ABILITIES | Able to be creative and imaginative  Able to receive, record and relay  information and messages accurately  Able to carry out regular monitoring of services, systems and/or processes.  Able to pay attention to detail even when under pressure to complete to a deadline  Able to form and maintain good relationships with fellow staff, members of the public, suppliers and Councillors  Good team player and ability to build effective working relationships within a small team  Ability to work independently and effectively, to organise personal workloads.  Passion for effective communication  Self-motivated and a positive attitude. | Willingness to undertake training |
| OTHER REQUIREMENTS | Flexible approach to working hours and have the ability to attend evening meetings/weekend events when required |  |