

Agenda item 7

For decision - Recruiting a Marketing and Tourism Apprentice

Author: Rachel Griffin, Marketing and Communications Manager

Summary

At the meeting on 24 January, Council noted that there was sufficient funds to recruit a Marketing and Tourism Apprentice and asked the Council Matters Committee to consider a case for support. This report recommends that FTC recruits a Marketing and Tourism Apprentice.

Background

This Council has a history of successfully recruiting, training and enabling young apprentices to move on to skilled jobs. For example, we hosted a planning and development apprentice who is now a planning officer with Dorset County Council and a finance apprentice who is now a finance officer with a solicitors based in Bath.

FTC is also committed to supporting the visitor offer of the town. This helps to promote Frome both as a place to visit and prosper and, ultimately, as a vibrant place to live and work. This is a key part of the corporate strategy and is reflected in the 2018-19 work programme.

The role of Marketing and Tourism Intern has been very productive allowing many projects to be taken forward. As well as supporting the Discover Frome Information Point and creating a series of online town walks, the intern has successfully managed to restructure and rejuvenate the Discover Frome website doubling traffic to that site in 9 months and ensuring that it is relevant and up to date. Claire Worrall - the current intern - returns to university in July.

Managers considered the case for a new communications and marketing administrator post to continue Claire's work on a permanent basis and concluded that there was insufficient budget to recommend this. They also considered whether there was a need to continue the work that Claire has been doing and it was concluded that there was. The work she has done on the Discover Frome website in particular has shown us that there is a need to continue to allocate resources to website management.

With the coalescence of the Marketing and Communications Intern leaving, the Finance Apprentice being promoted (considered elsewhere on this agenda) and the Council's continued enthusiasm for apprenticeships, we believe the best solution is to recruit a new apprentice under the management of the Marketing and Communications Manager.

Proposal

The apprentice will have in-house training and work experience coupled with studying towards an NVQ Level 3 qualification in either Marketing or Digital Marketing. An NVQ level 3 is the equivalent of 3 A Levels. Studying would be through an approved college on a day release basis and would take two years to complete. There are many interesting courses which are accessible locally. From experience, it is important that the specific course would be identified with the apprentice once they are in post.

The financial commitment to FTC would be the salary at £8200 per annum with the Government funding all education costs including books etc. The salaries budget for 2018/19 is sufficient to cover this.

The apprentice would work under the Marketing and Communications Manager and continue to improve the quality and quantity of marketing and external communications in line with FTC's Strategic Plan and annual work programme.

The apprentice would have the responsibility for keeping Discover Frome vibrant and up to date through content creation and writing blogs, performing administrative duties such as updating online calendars, updating databases and website content and supporting the production and promotion of events and initiatives through all marketing channels.

It is also proposed that they will focus on two specific areas of work programme:

- Arts – as a commitment to Frome's enviable cultural scene FTC aims to promote Frome as a destination using web resources that make our website Discover Frome website the go-to-place for all the events that are happening in the town. A strong focus is being placed on digital marketing. This year we are also looking to assess what music provision there is for young people, are exploring mentorship schemes, and looking at community access to rehearsal spaces in order to support the cultural life of Frome.
- Walking and cycling – continuing our commitment through developing a range of marketing resources in partnership with residents, local groups and businesses for outdoor activity short breaks. The visitor offer this year will be supported by the creation of the Walkers Are Welcome website, a new Frome Map with the cycle paths and walks printed on and through launching a series of guided walks.

Recommendation

The Marketing and Communications Manager, in consultation with project sponsor Cllr Bielby, to draft a job description and recruit a Marketing Apprentice.