

## Agenda item 6

For ratification: Making FTC website administrator post permanent

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### Summary

Following the departure of the Marketing and Communications trainee in April 2019 a half time contractor was taken on quickly to ensure the FTC websites were kept up to date. The contractor manages to cover the work to a high standard and has fitted into the staff team well. Following consultation with Cllrs Ackroyd and Hills, I considered longer term solutions and decided the best option was to offer the contractor a permanent position. She has accepted and formally started in November 2019. This report asks Cllrs to ratify my decision.

### Background

The demands on the Marketing and Comms team have been increasing for a few years now. FTC also believes in promoting the importance of and directly supporting traineeships and apprentices.

In 2018/19 Council agreed to establish a new Marketing and Communications trainee post to replace our exiting work placement student. Our aim for this post was twofold: first, to support a young person in training for a career, and second, to keep our websites up to date in order to continue to promote Frome's visitor offer via the Discover Frome brand.

We carried out thorough research to find the right qualification and identified a new Open University training course. We recruited an excellent candidate who had just completed their A levels at Frome College. She made good progress but, unfortunately, the OU course failed to get off the ground. We knew there was no other suitable part time course and enabled the trainee to attend some short-term courses. But, with no formal qualification available to her, she, understandably, decided to leave and she started her university career in September.

We still needed someone to continue this work while we considered our next steps and so we recruited a half time Comms Officer on a contract basis in May 2019.

This contract was successful, and we learned three things. First, that there wasn't another suitable course for a Marketing and Comms trainee. Second, keeping the websites up to date and maximising traffic to them is a vital area of work for FTC. Third, the contractor working for us is excellent and offers good value for money. But a rolling monthly contract is a short-term fix for both parties and a more permanent solution was required.

### Decision

Given that Council had already agreed the post (albeit as a full-time trainee) and the work still needed to be done I consulted Cllrs Ackroyd and Hills (Leader and Deputy Leader) and Cllr Gore (Chair of Council Matters Committee). The consensus was that the fairest way forward was that I offer the contractor a permanent half time (20hrs) post. She has accepted the offer and started formally on 1<sup>st</sup> November. The budgetary impact of moving from contract to a permanent post is £1,944 to year end March 2020.

**Recommendation**

Ratify the decision by the Town Clerk to make the website administrator post permanent