

Frome Town Council
Job description
Marketing & Tourism Officer

This is a permanent, part-time position

Salary: SCP range 15 – 25 (£25,878 to £32,020)

Hours of Work: 25 hours per week Monday to Friday.

Leave Entitlement: 25 days per annum plus public holidays (inclusive of 2 extra statutory days),
pro rata for part time

Responsible to: Marketing and Communications Manager

To play a key role in communicating with both residents, businesses and visitors, and to raise the profile of Frome Town Council work programme, services and projects.

Key Responsibilities

- Work with the Marketing Communications Manager and team members to deliver a professional, proactive and creative service which supports FTC's vision and objectives, external and internal communications strategies and strengthens our reputation
- Create high quality copy for the media, handle reactive media enquiries and identify opportunities to gain positive media coverage and adapt for multi-channel use via the Discover Frome brand.
- Develop proactive and engaging digital communications, including social media strategy and channels and track campaigns using analytic tools
- Translate ideas and objectives into eye-catching, attention grabbing, engaging and targeted communications campaigns
- Plan and oversee the marketing of events throughout Frome including the format, content, collateral and activities via the Discover Frome Brand
- To identify opportunities where our resilience and other team wide objectives can be incorporated into our support for the visitor offer.
- Work independently to plan, lead and implement projects which support tourism including communication of culture, history, the arts, businesses, and walking and cycling in the town.

General

The responsibility for the smooth running of the Council is incumbent on all members of staff. At certain times – when colleagues are absent or during periods of seasonal or high workloads, for

instance - you will be expected to help with or take on additional duties and responsibilities that are in line with the grade and purpose of this role.

A flexible approach to working evenings and weekends is required, although this will always be with as much notice as possible. Likewise, some Bank Holidays.

The post-holder has personal responsibility for safety in accordance with Health & Safety legislation and Council policies.

The post-holder will be expected to behave in a sustainable and ethical way; and to spend public funds wisely.

You will be expected to liaise and work with all other colleagues - with the emphasis being on teamwork, providing assistance to others in covering holiday periods, sickness, and any other contingencies when necessary.

Members of staff are to abide by and promote equalities within the Town Council as outlined in the NJC Pay & Conditions of Service and Council's Constitutional Policies.

You should be committed to the Council's Equal Opportunities Policy and to ensure equality of opportunity in service delivery.

This job is reflective of the current position and is subject to review and alteration in detail and emphasis in the light of future changes or development.

Person Specification
Marketing and Tourism Officer

Qualifications – essential

Educated to A Level or equivalent.

Knowledge and skills - essential

- A flair and proven ability for verbal, visual and written communications
- Knowledge of voluntary, community, and/or business sectors
- Ability to develop good professional working relationships both internal and external to the team.
- An ability to manage time and workload to be able to deal with tasks swiftly and effectively.
- Ability to manage projects from planning through to completion stages with a process and driven approach.
- Ability to use initiative and to be self-motivated.
- Decisive logical thinking with creative problem-solving ability
- Hands on and practical approach

Knowledge and skills – desirable

- Knowledge of Adobe creative suite an advantage
- Experience of community engagement desirable

Experience - essential

- Experience working in marketing, business, community engagement or visitor sector.
- As an excellent communicator
- Maintaining databases and websites
- Experience of WordPress, ticket tailor or other ticketing platforms
- Excellent IT, customer service and administration skills
- Evaluating performance through analytical tools

Personal attributes

- An ability to work as part of a team.
- Attention to detail.
- A can-do attitude
- A professional and courteous manner
- A positive outlook, a passion for communicating and for Frome.