



HERTFORD TOWN COUNCIL

MARKETING AND EVENTS MANAGER

MATERNITY COVER CONTRACT FOR 12 MONTHS STARTING MID NOVEMBER 2022

Salary Grade:	£34,373 to £44,624 + Outer London Weighting
Hours/Location:	37 hours per week based at Hertford Castle There is a regular requirement to work evenings and weekends for which time off in lieu will be accrued.
Responsible to:	The Town Clerk
Directly responsible for:	Venue Hire Co-ordinator Events Co-ordinator Town Centre Project Officer Town & Tourism Development Manager
Key working relationships:	Development and Leisure Chairman Development and Leisure Committee Members Local Media, Press & Influencers Town Centre Businesses Sponsors, Media Partners and Event Stake Holders Third Party Service Providers Hertford Town Council Officers

1. JOB PURPOSE

- 1.1 To provide maternity cover for the Hertford Town Council's Marketing and Events Manager for a period of 12 months.
- 1.2 To develop, implement and maintain existing and new marketing strategies to promote all of Hertford Town Council's services.
- 1.3 To propose, develop and manage a varied range of community and commercial events held within Hertford Town Centre and the Castle Grounds.
- 1.4 To carry out the decision of the Development and Leisure Committee that are relevant to the Post.
- 1.5 To manage a team of direct reports.

2. ROLE

- 2.1 Work in partnership with the Town Clerk and Councillors to provide leadership, vision and strategic direction to the Council.

2.2 Be responsible and accountable for:

Strategic Planning

- a) Working in conjunction with the Town Clerk, Development and Leisure Committee Chairman and Committee Members to take ownership of all marketing strategies for all service areas.
- b) Working with the Town Clerk, Development and Leisure Committee Chairman and Finance Manager, be accountable for budget management, planning and development of all areas that fall under the post holders responsibility.
- c) Develop strategies for identifying potential funding streams for Council's initiatives, venue hire and events including sponsorship, partnership working and grant funding to offset costs of the activities.

Marketing and Promotion

- a) Development of integrated, in-house and external marketing and promotional plans for all Council events, venue hire, town and tourism initiatives and various other Council services. To cover all existing marketing channels (including website maintenance, online and offline marketing).
- b) To conduct R&D to enhance local and national marketing of all service areas and develop and implement marketing strategies for each sector.
- c) Management of all artwork and creative required for publicity, including inhouse and external marketing. The post holder will be required to have experience working on adobe suite packages to design in house promotional material including event programmes, posters, social media adverts and logo design.
- d) To take ownership of publicity of Council services including experience in copy writing, writing news releases, social media and website content.
- e) Management of marketing budgets.
- f) Management of Third Party Service providers by developing of detailed project briefs, signing off creative work and ensuring deadlines are adhered to.
- g) Responsible for preparing, tendering and negotiating with suppliers to ensure that the Council gets value for money.
- h) Collect, analyse and implement data on the events and venue hire to measure success and report to the Development and Leisure Committee.
- i) Take a lead on sourcing sponsorship for events to offset the costs, prepare sponsorship packages and secure funding from new and existing sponsors.
- j) Responsible for developing sales strategies to increase and maximise revenue from venue hire bookings at Hertford Castle, the Mill Bridge Rooms and The Town and Tourist Information Centre.
- k) Create a Town Centre recovery plan following COVID-19 to promote Hertford as a historic county town to attract visitors as a destination for cultural activities, shopping and night life.

Communication

- a) Establish and maintain relationships with key media industry workers including but not limited to local and national press, online websites, vloggers/bloggers/influencers.
- b) Responsible for coordinating all promotion of various events or services offered by and for promoting the Council for the provision of these services.
- c) Write all press releases and articles to publicise events, activities, initiatives, and achievements in a timely manner ensuring information meets media deadlines.

- d) Monitor and analyse media coverage and effectiveness and make recommendations to improve success of media engagement.
- e) Respond to all media and public enquiries in a timely and professional manner in accordance with the Town Council's agreed press protocol.
- f) Manage Council's social media channels and create a social media schedule and plan.
- g) Ensure all information on various channels such as the websites is accurate and updated on a regular basis.

Event Management

- a) To take accountability for all Council events including but not limited to large scale events including Rock at the Castle, The Castle Open Air Cinema, Food and Drink Festival and Christmas Gala.
- b) To be responsible for the health and safety of the events, publicity and marketing, organisation and planning, budgets, entertainment and equipment.
- c) To have experience within the events management sector and be present, visible and manage all aspects of the event during the setup, event hours and take down.
- d) Oversee the execution of all elements of logistics required to execute the event and take ownership of decisions including crisis management.

Development and Leisure Committee

- a) Working closely with the Town Clerk, Development and Leisure Committee Chairman and its Members, to ensure Committee is functioning smoothly.
- b) To work with the Town Clerk, Development and Leisure Committee Chairman and Members and other officers to proactively suggest and obtain relevant approvals for initiatives, policies and projects.
- c) Preparation of high quality of Committee reports ensuring that the reports are accurate and prepared in a timely manner providing sufficient information for Members to make informed decisions.
- d) Ensure all outstanding actions are followed up and actioned in a timely manner and provide a status update.
- e) Take ownership of the extension of the Blue Plaque Heritage Trail working in partnership with the Civic Society.
- f) Lead the retendering process and installation of the Hertford Festive Lighting and any future festive lighting requirements.
- g) Ensure the HTC website remains fully WCAG compliant and launch the ecommerce function to take payments online for allotments, venue hire, merchandise, cemeteries, stall holder and other payments required.

Direct Report Management

- a) Management of direct reports to ensure that staff are effective, have the right skills and motivation to do their jobs.
- b) Provide general line management to all direct reports in the form of guidance, support, individual development, objective setting, and motivation through good practice.
- c) Compete formal development of appraisals on an annual basis for all direct reports and assess their performance against targets to achieve Council's objectives or their individual development targets

3. KEY ACCOUNTABILITIES

Leadership - To work with the Town Clerk and other managers to:

- 3.1 Drive a culture of continuous improvement and innovation.
- 3.2 Operate as a positive role model to inspire all employees to promote the Council and present a favourable image to the community.
- 3.3 Provide strong, inspirational and effective leadership and direction to the Council's employees, promoting, co-ordinating and ensuring a corporate approach across the Council.
- 3.4 Encourage a performance management culture throughout the Council, driving the continuous improvement of services towards becoming a nationally recognised leading local council.
- 3.5 Promote a positive and constructive interface between Councillors and Officers.
- 3.6 Ensure GDPR practices are implemented and adhered to.

Valuing Diversity

- 3.7 Ensure that all service delivery is customer focussed and delivered within a framework that recognises and respects the diverse nature of the community, with an emphasis on inclusion and access.



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MARKETING AND EVENTS MANAGER – PERSON SPECIFICATION

Knowledge and Skills

Essential

- At least three years Management Experience
- Leadership Experience
- Excellent communication and people skills
- Marketing Qualification to degree level
- Trained to Event Management Level including experience in Event Health and Safety
- At least three years' experience in Events Management
- At least five years' experience in Marketing
- Excellent copy writing and report writing skills
- Exceptional organisational and planning skills
- Experience with working with the media
- Ability to manage multiple tasks at once, trouble shoot and possess crisis management skills
- Ability to work under pressure in a fast paced working environment
- Flexible
- Excellent attention to detail
- Team player
- Strong analytical and budgeting skills
- Assertive, confident and able to challenge established ways of working & drive new processes
- Proactive and able to work using own initiative
- Excellent working knowledge of MS Office Suite including Word, Excel and PowerPoint, HTML, CMS
- Design and Creative Skills with experience using the Adobe Suite (indesign, photoshop)
- Online Marketing Skills including social media and website maintenance
- Sales and Marketing Skills
- Negotiation Skills

Desirable

- First Aid Trained
- IOSH Managing Safety qualification
- Ability to create video content
- Strategic Marketing Qualification
- Social Media Marketing Qualification
- A creative approach to tasks
- Strategic thinker
- Good leadership skills
- Problem solving skills
- Demonstrating a can do attitude
- Positive attitude to change and ideas
- Encourages community engagement
- Understanding of local government