



# BANWELL PARISH COUNCIL

## MINUTES OF THE MEETING OF THE EMPLOYMENT COMMITTEE HELD AT THE YOUTH & COMMUNITY CENTRE AT 8pm ON MONDAY 5<sup>th</sup> SEPTEMBER 2022

**Present:** Cllrs Paul Blatchford (Chairman), Kevin Gibbons, Paul Harding & Maggie McCarthy

**In attendance:** Liz Shayler (Clerk) and Cllrs Mike Bailey & Tara Wright.

**11/22 To receive and accept apologies for absence (agenda item 1).**

No apologies were received.

**12/22 To appoint a Chairman of the Employment Committee for 2022-23 (agenda Item 2)**

**Resolved –** To appoint Cllr Blatchford as Chairman.

**The resolution was correctly proposed and seconded (Unanimous)**

**13/22 To appoint a Vice Chairman of the Employment Committee for 2022-23 (agenda item 3)**

**Resolved –** To appoint Cllr McCarthy as Vice Chairman.

**The resolution was correctly proposed and seconded (Unanimous)**

**14/22 To receive members' declarations of interest on any agenda item (agenda item 4)**

No member's declarations of interest were received.

**15/22 To approve as a correct record the Employment Committee meeting minutes from the 7<sup>th</sup> of March 2022 (agenda item 5).**

**Resolved –** That the minutes be approved as a correct record of the meeting.

**The resolution was correctly proposed and seconded (unanimous).**

The minutes of the meeting were signed by the Chairman as a correct record.

**16/22 To note the Communications, Marketing and Grant Funding Officer's appraisal targets (agenda item 6).**

The Communications, Marketing and Grant Funding Officer's appraisal targets were noted (see attached).

**17/22 The Council is recommended to resolve that members of the press and public be excluded from the meeting during consideration of the agenda item 8 by reason of the confidential nature of the item of business to be transacted, in accordance with Section 1(2) of the Public Bodies (Admission to Meetings) Act 1960. (agenda item 7)**

**Resolved –** That the press and public be excluded from the meeting.

**The resolution was correctly proposed and seconded (Unanimous)**

**18/22 To undertake the Clerk's six-monthly appraisal (agenda item 8)**

The Chairman undertook the appraisal which resulted in a satisfactory outcome, identifying key work targets see attached.

**19/22 To agree the date of the next meeting (agenda item 9)**

6<sup>th</sup> March 2023 at Banwell Youth & Community Centre

The Chairman closed the meeting at 20:25

.....Chairman

.....Date

**BANWELL PARISH COUNCIL**

**SECTION 3: ACTION PLAN FOR Daisy May Finniear, September 2022**

**NAME:** Daisy May Finniear

**JOB TITLE:** Communications, Marketing & Grant Funding Officer

**DATE OF INTERVIEW:** 15<sup>th</sup> August 2022

**NAME OF APPRAISER:** Liz Shayler

**1. KEY WORK TARGETS FOR NEXT SIX MONTHS**

**Council**

To run the marketing / communications for the Autumn Window Trail and Christmas Market and work with Zander to complete his D of E bronze.

To work with new Councillors to ensure everyone has a biography and possible video.

To set up the teracycle scheme.

To engage with twitter more to post at least once a week.

**2. NEW RESPONSIBILITIES (if any)**

To organise and run the 2nd environmental working party meeting and approve action plan for agreement by Parish Council.

**3. ADDITIONAL ACTION POINTS (if any)**

None

**4. TRAINING AND DEVELOPMENT NEEDS**

**NEEDS**

**OBJECTIVE(S)**

Free internet course / videos on Canva/ branding  
Any relevant grant funding training

Tools to support comms / marketing info

**5. ADDITIONAL COMMENTS**

Daisy continues to be a real asset to the Council with a exceptional successful 6 months of grant funding resulting in the Parish Council being awarded, in total, £29,914.

Daisy is pleased with how everything is going and the way in which she and the Clerk work together and how Facebook and the newsletter continues to grow in popularity. She is also looking forward to working with the new Councillors on their videos and signing off the action plan.

Whilst her hours are not enough, she is unable to take on anymore. Possible solutions suggested by the Clerk is that Councillors take a more active role in seeking out grants.

**REVIEW DATE:** March 2023

**CLERK'S SIGNATURE** ..... **DATE** .....

**EMPLOYEE'S SIGNATURE** ..... **DATE** .....

**Issue a copy of whole appraisal to the employee and employment file. Issue a copy of Section 3 to the Employment Committee. Set the next review date, depending on the information above.**

**BANWELL PARISH COUNCIL**

**ACTION PLAN FOR March 2022 to September 2022**

**NAME:** Liz Shayler

**JOB TITLE:** Clerk and responsible financial officer to Banwell Parish Council

**DATE OF INTERVIEW:** 5<sup>th</sup> of September 2022

**NAME OF EMPLOYMENT COMMITTEE CHAIRMAN:** Cllr Blatchford

**1. KEY WORK TARGETS FOR NEXT YEAR**

To run another Information Cafe and Christmas Market to increase the numbers attending from last time.  
To co-ordinate the re-decoration of the YCC.  
To continue Local Plan & Management Development Plan Bypass team  
To work with the Comms Officer to implement the environmental action plan

**2. NEW RESPONSIBILITIES (if any)**

To investigate warm spaces / hubs and their funding.

**3. ADDITIONAL ACTION POINTS (if any)**

To work with a Councillor to investigate where reserves and cemetery funds might be allocated.

**4. TRAINING AND DEVELOPMENT NEEDS**

**NEEDS**

**OBJECTIVE(S)**

Attend National Conference

**5. ADDITIONAL COMMENTS**

I am proud of the initiatives that the Parish Council have been able to continue to offer. In particular the Tea & Tech, You can Do IT and the work we did to ensure that everyone was able to attend the Jubilee events at no cost (if they were struggling).

**REVIEW DATE:** March 2023

**CHAIRMAN'S SIGNATURE** ..... **DATE** .....

**EMPLOYEE'S SIGNATURE** ..... **DATE** .....

**Issue a copy to the employee and set the next review date, depending on the information above.**



## Job Vacancy: Banwell Parish Council

### Communications, Marketing & Grant Funding Officer

Part time – approximately 18hrs a week (Banwell based)

Salary Grade Scale 7 to 12 (depending on experience)

full-time equivalent of £22,369 to £24,496 (£11.63 - £12.73 per hour)

Some other evening & weekend work in Banwell will be required.

Banwell Parish Council is a progressive, ambitious council wanting to more fully engage with our community to develop environmentally and financially sustainable local services and a resilient, inclusive community. We are looking for a resourceful and innovative individual, who has the motivation to spread the message of the great work that is going on locally and to support the Clerk in running, advertising and maintaining the Youth & Community Centre.

You will be responsible for implementing the engagement and communications strategy, building relationships with local residents, groups, businesses and volunteers. The ideal applicant will have previous experience of communications & marketing strategies, grant funding and will have excellent IT and social media skills.

This new role will help us;

- Maintain and improve our social media presence including Facebook, Instagram and twitter.
- Increase awareness and help run the facilities, services, events and projects provided by the Parish Council
- Raise the profile of Banwell as a place including our vibrant local voluntary sector
- Develop innovative ways to engage with all areas of our community
- Deliver targeted campaigns and marketing initiatives that support our priorities
- Identify & apply for a variety of grants to fund and run Parish Council projects & initiatives

Interested? Then visit the PC website [www.banwellparishcouncil.org.uk](http://www.banwellparishcouncil.org.uk) for more information and an application pack or email Liz Shayler, our Parish Clerk, at [clerk@banwellparishcouncil.org.uk](mailto:clerk@banwellparishcouncil.org.uk)

Closing date for applications: Midday Friday 17<sup>th</sup> February 2023.

Interviews will be held the week beginning 27<sup>th</sup> February at Banwell Youth & Community Centre.



# Banwell Parish Council

Website: [www.banwellparishcouncil.org.uk](http://www.banwellparishcouncil.org.uk)

E-mail: [clerk@banwellparishcouncil.org.uk](mailto:clerk@banwellparishcouncil.org.uk)

Tel: (01934) 820442 / 822441

**Banwell Youth & Community Centre,  
West Street, Banwell, North Somerset. BS29 6DB**

**17<sup>th</sup> January 2023**

Dear Applicant,

## **Administration and Planning Officer**

Thank you for expressing an interest in the above position.

I am pleased to enclose an information pack consisting of –

- Job Description
- Person Specification
- Application Form (attached separately)

Banwell Parish Council is a progressive, ambitious council wanting to more fully engage with our community to develop environmentally and financially sustainable local services and a resilient, inclusive community. We are looking for a resourceful and innovative individual, who has the motivation to spread the message of the great work that is going on locally and to support the Clerk in running, advertising and maintaining the Youth & Community Centre.

It should be emphasised that this is a Banwell based position and a requirement of the post is that the successful candidate will be required to carry out occasional weekend & evening work to service Council and Committees.

If you feel that you could make a worthwhile contribution to the work of the Council, and wish to be considered for this post, please complete the attached application form (a CV will not be accepted as evidence) explaining why you think you would be suitable, with particular reference to the person specification.

Information may be copied and stored on a database and used during the recruitment process or used to form part of the personnel files if successful.

The deadline for applications is 12pm on Friday, 17<sup>th</sup> February. Shortlisting will occur the following week and it is anticipated that interviews and presentations (subject to be identified after shortlisting) will take place on the week beginning the 27<sup>th</sup> February.

Yours sincerely,

**Liz Shayler  
Clerk, Banwell Parish Council**

(This Parish Council intends to ensure that no job applicant should receive less favourable treatment than any other on the grounds of sex, age, marital status, racial origin, disability, sexual orientation or political or religious belief. Its recruitment practices will exclude all assumptions, preferences or judgements that are not job-related).

Applications should be sent or emailed to the above address



## Job Description

### **Job Title: Communications, Marketing & Grant Funding Officer (Banwell Based)**

Part time – approximately 18hrs a week

Salary Grade Scale 7 to 12 (depending on experience)

full-time equivalent of £22,369 to £24,496 (£11.63 - £12.73 per hour)

Some other evening & weekend work in Banwell will be required.

#### **Main Purpose of Job:**

The Communications & Marketing Officer is a Banwell based post to plan, design, deliver and constantly evaluate all Banwell Parish Council's communications and market our activities. To communicate with residents, businesses, groups and organisations to raise the profile and help fund and run Banwell Parish Council's facilities, projects, events, services and initiatives in particular with relation to the Youth & Community Centre.

#### **Working Relationships:**

The Communications & Marketing Officer has contact with: Internally, the Clerk and Councillors. Externally, North Somerset, surrounding Parish Councils, local groups, organisations, businesses, residents and suppliers of goods and services to Banwell Parish Council.

#### **Main Duties & Responsibilities**

1. To deliver a professional, proactive and creative communications and marketing service for Banwell Parish Council.
2. To maintain the social media policy and strategy and to develop and implement social media campaigns and subsequently maintain and monitor the Council's social media presence.
3. To plan and implement communications and marketing activities that showcase the Council's facilities, projects, services and events as well as events that are held in the Parish to include the Parish Council's quarterly e-newsletter and to evaluate their success.
4. To participate in the organisation and project management of the facilities, events and functions of Banwell Parish Council in particular in relation to the Youth & Community Centre.
5. To maintain Banwell Parish Council's website and take a proactive role in its continued development ensuring current legislation is met.
6. To create press releases for the media, handle reactive media enquiries, identify opportunities to gain positive media coverage and to identify potential issues and prepare media responses.
7. Applying for grant funding from a variety of sources to support council projects and initiatives.
8. To undertake such other duties and responsibilities, including attending and minuting meetings, commensurate with the level of the post and in accordance with the job purpose, as required by the Parish Clerk.
9. As part of the Council's administrative team providing administration duties and cover to ensure the continued operation of Banwell Parish Council.
10. To undertake training as and when required or requested including completion of ILCA
11. To work flexible hours when required to meet deadlines
12. To undertake other duties of a reasonable nature commensurate with the post



## PERSON SPECIFICATION

### Communications, Marketing & Grant Funding Officer

CATEGORY	ESSENTIAL	DESIRABLE
<b>Qualifications</b>	<p>Educated to at least A level / BTEC / completed relevant apprenticeship or equivalent, including professional qualifications.</p> <p>Evidence of continual personal development</p>	<p>Educated to degree level or equivalent ideally in marketing, communications or other relevant subject.</p>
<b>Related Experience</b>	<p>Previous experience of working in a similar role or in the communications or marketing field.</p> <p>Experience of working with the press and media. Working in a public facing role with a customer focussed approach.</p> <p>Experience of working on your own initiative and as part of a team.</p> <p>Apply successfully for grant funding</p>	<p>Experience of engaging with residents and community groups or working within the public / voluntary sector</p> <p>Minute taking and servicing of committees</p>
<b>Skills and abilities</b>	<p>Excellent team working skills</p> <p>Excellent IT skills including the ability to use Microsoft Office.</p> <p>Knowledge/awareness of marketing and communications strategies and techniques</p> <p>Ability to be creative and imaginative</p> <p>Strong interpersonal skills with an ability to liaise with a variety of different groups, bodies, organisations, individuals and stakeholders.</p> <p>Good communication, interpersonal and writing skills</p> <p>Good presentation skills and the ability to speak confidently to a range of audiences</p> <p>Knowledge of digital strategies including social media and websites and how these can be utilised.</p> <p>Excellent personal organisation and time management including ability to initiate, self motivate and work to tight deadlines.</p>	<p>Aptitude for new technologies and computerised systems e.g., 'scribe'.</p> <p>A sound knowledge of how to effectively implement marketing, media and communications within a local authority context.</p>
<b>Other Requirements</b>	<p>Able to attend evening meetings when required</p> <p>A positive outlook with a passion for communicating and the community.</p> <p>Willingness to commit to undertake ILCA and additional training including planning.</p>	



# APPLICATION FOR EMPLOYMENT

Please complete this accurately, giving as many details as possible of your skills and experience relating to this job application (a CV will not be accepted as evidence). Shortlisting for interview will be based on the information from this form, read and scored in conjunction with the person specification. We are unable to accept Applications after the closing date stated in the advertisement.

**POST APPLIED FOR: Communications, Marketing and Grant Funding Officer**

## 1. APPLICANT'S DETAILS

Title	Surname	First Name/s	
Home Address			
Postcode			
Telephone Numbers			
Daytime	Evening	Mobile	
Email (where possible)			
Are there any restrictions regarding your employment? e.g. Do you require a work permit?			
Yes / No      If yes, please provide details on a separate sheet of paper			
Are you related, or have a relationship with, a Councillor or Officer of the Parish Council?		Yes / No    If yes, please advise who and in what capacity	
What is your available Start Date?			

## 2. EMPLOYMENT RECORD

Please start with your most recent employment. Continue on separate sheet as necessary.

Current Employer Name:	
Address:	
Job Title	
Dates of Employment	

Brief Description of Duties, Responsibilities and Achievements

Current Salary:

Reason for leaving (if applicable)

Previous Employment

Employer Name and Address	Job Title and Dates of Employment	Brief Description of Duties, Responsibilities and Achievements	Reason For Leaving & Salary

**3. EDUCATION AND TRAINING**

Please include education, courses and qualifications relevant to this post.

Name and Address of school/ college/university /training body - most recent first	Subject	Qualification level	Date gained


**PROFESSIONAL QUALIFICATIONS** State whether by election or examination

Qualification/s	Date	Examination

Other Training and Professional Development	Date

**4. EXPERIENCE AND SKILLS**  
Please state any other skills or experience you have gained which are relevant to the Job Description and Person Specification for this post. Your experience does not have to be gained in paid employment and may relate to special interests or volunteering. Continue on separate sheet as necessary.

**5. WHAT IS GREAT ABOUT BANWELL**  
Please tell us three things that are great about Banwell and one thing that Banwell Parish Council could do better.

## 6. REFERENCES

Please give details of two references. One must be your current or most recent employer. References will only be taken up with permission of the applicant.

Name	
Position	
Organisation	
Address	
Tel No.	
Name	
Position	
Organisation	
Address	
Tel No.	

## 7. DECLARATION AND SIGNATURE (an electronic signature is acceptable)

I confirm that the details of this application are accurate and to the best of my knowledge.

Signed:

Date:

Thank you for completing this form. Please return by Midday on the 17<sup>th</sup> of February 2023. Shortlisting will be the 21<sup>st</sup> of February and interview the week beginning the 27<sup>th</sup> February 2023.

Please return by email to: [clerk@banwellparishcouncil.org.uk](mailto:clerk@banwellparishcouncil.org.uk)

Please return by post to:  
Parish Clerk  
Banwell Parish Council  
Youth & Community Centre  
West Street  
Banwell BS29 6BW

## APPOINTMENT OF COMMUNICATIONS, MARKETING GRANTFUNDING OFFICER

Place advertisement – 17<sup>th</sup> January  
 Closing date – Friday, 17<sup>th</sup> February  
 Shortlisting – Monday 20<sup>th</sup> February  
 Interviews – WB 27<sup>th</sup> February

### Advertisement could be placed -

Our Website / noticeboards (Free)

Avon Local Councils' Association website and email to all Clerks in Avon (Free)

Local Clerks Facebook Forum (Free)

North Somerset website £50 1 month – (last time 3 of 6 applicants saw advert here)  
 Society of Local Council Clerks (depends on package) – possibility as looking for  
 Assistant Clerk

	Bronze	Silver	Gold
	Listing on the SLCC website.	Listing on the SLCC website.	Listing on the SLCC website.
		Advertised on SLCC social media channels. Real Twitter reach of 73,050	Advertised on SLCC social media channels. Real Twitter reach of 73,050
			Job title, location and salary listed on the SLCC bi-weekly news bulletin to members (where possible)
SLCC Member Rate	1 week - £98 + VAT 2 weeks - £190 + VAT 3 weeks - £286 + VAT 4 weeks - £324 + VAT	1 week - £108 + VAT 2 weeks - £200 + VAT 3 weeks - £298 + VAT 4 weeks - £335 + VAT	1 week - £118 + VAT 2 weeks - £211 + VAT 3 weeks - £309 + VAT 4 weeks - £347 + VAT

NALC (depends on package)

#### ADVERTISE YOUR JOB WITH NALC

There are two different packages (standard and premium) to advertise your job vacancy with NALC. Each package uses a range of platforms to help you share your vacancy. These include:

- Website – Over 600,000 page views annually
- Social media – Over 5,000 Twitter, Facebook and Instagram followers and in excess of 1,000,000 impressions annually
- E-marketing – a weekly mailing (Monday — 10 am) circulated to over 8,500 recipients with an open rate above the industry average

Please note that each job listing is for one role only. If you wish to advertise more than one role, you will need to take out additional job listings. For multiple job listing discounts, please contact NALC at [nalc@nalc.gov.uk](mailto:nalc@nalc.gov.uk).

NB: Adverts are text-only and the copy may get edited to adhere to NALC's style guide.

Once your advert is published on the NALC website, you will have up to five working days to make any changes to the advert. Thereafter, a fee of £30 + VAT, will be charged to make any further changes.

For more information, guidance on filling the form or if you are a county association wanting to advertise a role, please contact NALC at [nalc@nalc.gov.uk](mailto:nalc@nalc.gov.uk).

£100 for once on website & 1 social media post.

£300 to also include email.

Disadvantage goes to all Clerks around the Country.

Weston Mercury (£230. Cost of a second week would be £195. The advert would also go into their midweek edition and into the North Somerset Times, as well as on their jobs24 website.) – not sure it is worth the amount.