



**Recruitment of *Communications and
Community Engagement Officer***
**for Laverstock & Ford
Parish Council**

Application Pack

Informal enquiries about this vacancy should be addressed to:
Trudi Deane: parish-clerk@laverstock-ford.co.uk.

Application is strictly via application form issued with this application pack. Please do not enclose a CV. Completed applications should be sent to parish-clerk@laverstock-ford.co.uk by 5pm on Monday 16th May 2022.

Laverstock & Ford Parish Council



Vacancy

Part time Communications and Community Engagement Officer – 20 hours per week

**Salary Scale: SCP 12-14 £22,571 - £23,484 per annum (pro rata to
£12,200 - £12,694 per annum for 20 hours per week – pay award
pending)**

This vacancy offers the successful applicant an exciting opportunity to help create and maintain a clear brand for the council, to ensure that it gets its message across and raises its profile using all appropriate media. There is also opportunity to be involved in community development projects .

A recruitment pack and application form (required for all applicants) can be obtained from the Parish Council's website or on request from parish-clerk@laverstock-ford.co.uk.

Closing date for applications is 5pm on Monday 16th May 2022.

Laverstock & Ford Parish Council

Laverstock & Ford Parish (incorporating Bishopdown Farm, Hampton Park, Riverdown Park, Ford, Old Sarum, Longhedge and parts of Milford) is a progressive community of four very different localities adjoining the City of Salisbury, Wiltshire. The modern civil parish boundary has been superimposed. It was a very ancient historic association which first linked the localities in to one administrative Parish but what keeps us together is a sense of community. Our residents in the three thousand seven hundred plus households prefer to be managed by the collective administration of the Parish Council rather than simply being part of an urban extension of the city.

The Parish Council takes its responsibility of being the smallest unit of local government very seriously. It consults widely on important issues and believes very strongly that as well as being good at listening it must keep the residents well informed about what is happening around and about. Part of that process is our Parish Newsletter which is a bi-monthly publication. It reaches well over 4,500 households and businesses.

The parish website can be found at: <http://www.laverstock-ford.co.uk/index.html>

Laverstock & Ford Parish Council is an equal opportunities employer.

Recruitment Process

The recruitment of the Communications and Community Engagement Officer will take place in May 2022.

Applications must be made on the Parish Council's application form which accompanies this application pack. Please do not submit a CV.

Completed applications should be sent to **parish-clerk@laverstock-ford.co.uk**.

Please ensure that your application addresses how you meet the requirements of the job description and the person specification.

Shortlisting will take place during week commencing Monday 16th May 2022.

Shortlisted candidates should plan to attend the interview process on Monday 23rd or Wednesday 25th May 2022. Details of the recruitment process will be provided to shortlisted candidates in advance of the day.

Laverstock & Ford Parish Council
**Job Description and Person Specification: Communications and Community
Engagement Officer**

Role Summary:

To administer the Parish Council's communications, ensuring the creation and maintenance of a clear brand and strong positive interaction with the community.

Specific Duties and Tasks

1. To work with the Parish Clerk and the Communications and Community Engagement Committee to define a strong clear brand for the Council and build the brand through all communications media, events and signage on Council property.
2. Provide administrative support for the Communications and Community Engagement Committee including drafting agendas, taking minutes and working with the Parish Clerk to set priorities for action against committee resolutions.
3. To supervise the preparation and printing of the Parish Newsletter in association with the Editor, and to ensure the inclusion of items of interest relating to the activities of the Council.
4. To co-ordinate delivery of the Parish Newsletter, distributing copies to volunteers, maintaining and updating the distribution record.
5. To manage the content, maintenance and development of the Council website
6. To administer the Council's social media outlets.
7. To be the first point of contact for enquiries raised through the Council website and social media, liaising with other Officers or Councillors to ensure a timely response.
8. To work with the Council and the Parish Clerk to develop and maintain the Parish Action Plan.
9. Establish contact with members of local news media and encourage them to print positive news stories about the Council.
10. To prepare, in consultation with the Council chairman and the Clerk, appropriate news releases about the work of the Council for distribution to the local news media.
11. Organising and staging of formal and informal events within the community, with support from Councillors and other staff.

12. To attend training courses or seminars on Communications and Community Engagement as required by the Council.

13. To carry out other appropriate duties as required by the Clerk or Parish Council.

Person Specification

Essential Characteristics	Desirable Characteristics
<ul style="list-style-type: none"> • Good General Education • IT literate and adept at all standard office packages • Full driving licence and own transport • Ability to work on own initiative within a framework of regulation and guidance. 	<ul style="list-style-type: none"> • Bachelors degree in a communications related subject
<ul style="list-style-type: none"> • Experience in a communications related role • Demonstrable written and spoken communications skills • Experience of administering websites and using social media 	<ul style="list-style-type: none"> • Experience of working in media, marketing or public relations role • Experience of designing or developing web sites. • Experience of public relations brand design and marketing • Experience of communications in a public sector setting
<ul style="list-style-type: none"> • Ability to work to deadlines • Creative and innovative 	

GDPR Privacy Notice for all Job Applicants

Introduction

As part of any recruitment process, Laverstock & Ford Parish Council collects and processes personal data relating to job applicants. The organisation is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations under the General Data Protection Regulation (GDPR).

The purpose of this privacy notice is to make all job applicants aware of how and why we collect and use your personal information, both during and after a job application process.

What information does the organisation collect?

The organisation collects a range of information about you. This includes:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration;
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information.

The organisation collects this information in a variety of ways. For example, data might be contained in application forms, CVs, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment.

The organisation will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers including information from criminal records checks. The organisation will seek information from third parties only once a provisional job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

Why does the organisation process personal data?

The organisation needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you. In some cases, the organisation needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The organisation has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job

applicants allows the organisation to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The organisation may also need to process data from job applicants to respond to and defend against legal claims.

Laverstock & Ford Parish Council relies on legitimate interests as a reason for processing data and has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The organisation processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

For some roles, the organisation is obliged to seek information about criminal convictions and offences. Where the organisation seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

The organisation will not use your data for any purpose other than the recruitment exercise for which you have applied.

Who has access to data?

Your information will be shared internally for the purposes of the recruitment exercise. This includes members of the Council, interviewers involved in the recruitment process, managers in the department with a vacancy and IT contractors if access to the data is necessary for the performance of their roles.

The organisation will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment.

The organisation will not transfer your data outside the European Economic Area.

How does the organisation protect data?

The organisation takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties.

For how long does the organisation keep data?

If your application for employment is unsuccessful, the organisation will hold your data on file for six months after the end of the relevant recruitment process. If your application for employment is successful, personal data gathered during the recruitment process will be 14 transferred to your personnel file and retained during your employment.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the organisation to change incorrect or incomplete data;
- require the organisation to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the organisation is relying on its legitimate interests as the legal ground for processing; and
- ask the organisation to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the organisation's legitimate grounds for processing data.

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data to the organisation during the recruitment process. However, if you do not provide the information, the organisation may not be able to process your application properly or at all.



LAVERSTOCK & FORD PARISH COUNCIL

Application Form

Brief Guidance Notes for Job Applicants

Please complete the all sections of the application form to the best of your ability and only append additional sheets when you have run out of space.

If you have a disability please tell us about any adjustments we may need to make to assist you with the selection process.

Information in Support of your Application

This is your opportunity to tell us why we should offer you the position.

Please give your reasons for applying for this post and explain how you meet the person specification, in particular the essential criteria, ensuring that you give evidence and examples of how your skills, knowledge and experience meet these short-listing requirements. If further space is needed, please continue on a separate A4 sheet.

When posts require regular travel, if you do not have a driving licence or access to private means of transport, you will need to demonstrate how you will meet these criteria.

References

A minimum of two references is required and we would prefer them to be your two most recent employers including your current employer, if you are in employment. References will be taken up if you are the successful candidate following the interviews.

Application Form - Private and Confidential

Please complete ALL sections in type or black ink and use only A4 size paper as continuation sheets as required.

Job Details	
Post applied for:	
Where did you see the post advertised?	(This will help us with advertising future posts)
Personal Details	
Surname:	Forename(s):
Preferred title (eg Mr/Mrs/Miss/Ms/Dr/Other):	
Address:	
Post Code:	
Telephone numbers	Mobile:
Home:	Work:
Personal email:	
(This email address will be used to communicate with you throughout the recruitment process to send acknowledgements, invitations to interview & outcomes where appropriate)	
Immigration, Asylum and Nationality Act 2006	
It is a criminal offence to employ persons whose immigration status prevents them from working in the United Kingdom. Prior to appointment, you will be required to provide evidence of a passport or other documents on the approved list to satisfy us that the Asylum and Immigration Act 1996 is being complied with.	
Do you require a work permit to work in the UK? If yes, please provide details:	Yes/No

Relationship to any Council member/employee	
<p>To your knowledge, are you related to any member or employee of the council? If Yes, please provide details:</p> <p><i>Failure to disclose such a relationship and/or canvassing will disqualify from appointment, and if appointed may be dismissed without notice.</i></p>	<p>Yes/No</p>
Present or Most Recent Employment	
<p>Name of Employer:</p> <p>Address of Employer:</p> <p>Post Code:</p>	
<p>Job Title:</p>	<p>Dates employed:</p>
<p>Current or final salary:</p>	<p>Period of notice required:</p>
<p><i>Please give a brief outline of your main responsibilities:</i></p>	

Previous Employment

Please list all previous employment in chronological order (most recent first)

Dates from and to	Name & Address of Employer	Job Title and outline of main responsibilities	Reason for leaving

Education & Qualifications

Please give details of all educational qualifications obtained and those currently being pursued

Name of School, College, University, etc	Dates attended from and to	Subjects studied / qualifications worked towards	Grades and year obtained

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Training <i>This includes trade/professional training, government training schemes, apprenticeships, short courses and secondments</i>

Course Title	Organisation	Dates

Membership of Professional Institutes
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Institute	Level of Membership	Year of Award

Other Experience

Details should be given for any period not accounted for by full-time employment, education and training, e.g. unemployment or voluntary work

Experience	From/To

Information in Support of Your Application

If further space is needed, please continue on a separate A4 sheet

Large empty rectangular area for providing supporting information.

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References

Referee 1	Referee 2
Name:	Name:
Job Title:	Job Title:
Name of Organisation:	Name of Organisation:
Address:	Address:
Post Code:	Post Code:
Tel No:	Tel No:
Email Address:	Email Address:
How long have you known this person and in what capacity?	How long have you known this person and in what capacity?

Please note that referees will not be contacted prior to interviews. References will be taken up once an offer has been accepted by the successful candidate.

Rehabilitation of Offenders Act 1974

Please give details of any “unspent” convictions as defined in the Rehabilitation of Offenders Act 1974. Unless the nature of the position permits our Interview Panel to ask questions about your entire criminal record we only ask about “unspent” convictions. A criminal record will not necessarily be a bar to obtaining a position with the council.

Additional Information

Do you hold a current driving licence? **Yes/No**
If YES, please state the type of licence you hold:

Are you a car owner? **Yes/No**
If NO, do you have access to a car? **Yes/No**

Do you have any current endorsements? **Yes/No**
If YES, please specify:

Declaration

I declare that the information contained in the application form is true and correct. I understand that any false or misleading information, or omissions concerning criminal convictions, may disqualify my application or may render my Contract of Employment, if I am appointed, liable to dismissal without notice.

Data Protection:

If I accept employment with Laverstock & Ford Parish Council, I consent to my personal information being held by them for the administration of my Contract of Employment.

Signed:

Date:

Name:

*If this form has been completed electronically, please indicate your consent and, if you are appointed following an interview, please give the Chairman of the Council a signed copy to be held on the personnel file: **Yes/No***

END OF APPLICATION FORM