

Item 5 – To appoint a staffing sub-committee

Personnel Committee EGM 6th November 2023

Following a decision at the October Communications Committee (minute ref: COM/23/06) meeting to appoint a Communication and Engagement Officer, which was ratified at the October Full Council meeting (minute ref: C/23/107), the Committee must now appoint a Staffing sub-committee in line with the Personnel Terms of Reference and Recruitment Policy which require the Personnel Committee to:

- a) Appoint a panel/sub-committee of Councillors to be responsible for the recruitment (to include interviewing), as per the recruitment policy. This would consist of the Chairman, Vice Chair of Council, Chairman of Personnel, Vice Chairman of Personnel, and at least one other nominated Councillor, ensuring that membership included at least one representative from each village.

Based on the above Members are asked to agree the staffing sub-committee Members below:

Cllr Turner

Cllr Rebecca Jennings Evans

Cllr White

1 Windlesham Representative

Possibly another representative relevant experience.

Item 6 – To review the Job Description for a Communication and Engagement Officer

Members will recall that at the October 23 Personnel meeting it was agreed to appoint a Communication and Engagement Officer on a short term 12 month contract for the following hours and pay:

15 hours per week.

Salary on the Local Government Pay Scale LC2, SCP 18-23,

Actual Part Time Salary £11,863-£13,003 dependent on experience. (FTE £29,269 - £32,076)

For Reference

The Clerk all previous vacancies have been advertised through SHBC on Jobsgopublic and on the Council website and social media channels.

Action Required

Members are now asked to review and agree the attached documents in order to proceed with the recruitment process.

- Job Description/Person Specification
- Selection Criteria

JW
Clerk to the Council
Dec 2023

Communications & Engagement Officer Job Description & Person Specification

12 month short-term contract, 18 hours per week

Job Summary

Windlesham Parish Council is seeking to recruit an enthusiastic and committed individual to join a small team supporting a large Parish Council.

The successful applicant will be creative, resilient, and team-oriented, with a passion for engaging the local community. You will have a strong interest in two-way communication techniques, digital communications, and crafting visuals that create interest, desire, and action.

1. Duties of the post

- Develop and deliver content (digital and print) supporting two-way engagement.
 - To work closely with the Parish Clerk and Councillors to generate material for our internal and social media channels to promote the work of the Council and its Councillors. Ensuring that content is creative, relevant and up to date.
 - Examine the effectiveness of comms and engagement activity and work with the Parish Clerk to develop and maintain efficient policies around activity for example scheduling, content, platforms etc.
 - Undertake community research. Investigate and analyse data to inform decisions, establishing basic trends and patterns in data and creating recommendation reports as appropriate.
 - Use the insight gained from these analyses, to modify and tailor outputs.
 - Prep, run and record engagement sessions.
 - Design and develop communications materials, including videos, blogs, social media content, posters, leaflets, and Council publications.
 - Draft news stories and press releases for approval by the Clerk
 - Regularly update the Council website with relevant local information.
 - Take responsibility for the organisation and delivery of the Annual Parish Meeting and Chairman's Community Awards.
 - Attend meetings and events to represent the Council if required.
 - Actively monitor and keep the communications inbox up to date.
 - Oversee and carry out mailshots, as required.
 - Work flexibly, sometimes working outside normal working hours during campaigns and events or at particularly busy times.
 - Perform any other duties commensurate with the grade of the post, as directed by the Parish Clerk.
 - This job description is an indication of the type and range of tasks that are expected of the post holder. It can be reviewed and amended in consultation with the post holder to take account of changing organisational needs.

Training

The post holder will be expected to undertake the following training, which will be provided by Windlesham Parish Council:

- Training in council procedures
- Any other training appropriate to the role

Person Specification, Qualifications, and Experience

	Essential	Desirable
Relevant Qualifications	<p>A high standard of education – minimum requirement</p> <ul style="list-style-type: none"> • Maths and English GCSE's or equivalent • 3 A' Levels or equivalent 	<ul style="list-style-type: none"> • Degree or equivalent
Relevant experience, skills and knowledge	<ul style="list-style-type: none"> • Experience of working within communications • Strong IT and computer skills, including MS Office 365 and MS Teams, or similar virtual working environment. • Excellent verbal and written communication skills, including the ability to assimilate information and draft copy for a variety of platforms to engage a range of audiences. • Knowledge and skills in the use of data/web analysis tools for example Google Analytics • Attention to detail and ability to proofread. • Ability to write and present correspondence to a professional standard. • Excellent IT skills including the use of Microsoft Office, and web content management skills. • Can demonstrate an understanding of communications, including the principles of engagement. • Proven ability to develop networks, create connections, support colleagues and engage stakeholders in order to contribute to long-term developments. • Excellent planning and organisation skills • Able to multitask and set goals for completion. • Be able to drive and hold a current UK driving licence. 	<ul style="list-style-type: none"> • Knowledge and understanding of local council administration. • Practical experience of working in a busy office environment.
Attitudes and Disposition	<ul style="list-style-type: none"> • Persuasive and confident communicator • Flexible approach to work • Resilient 	

6. Additional Information

6.1. 18 hours per week.

6.2. It is essential that the post holder holds a current UK driving licence and has access to a vehicle.

6.3. Salary on the Local Government Pay Scale LC2, SCP 18-23, Actual Part Time Salary £11,863-£13,003 dependent on experience. (FTE £29,269 - £32,076)

Communication and Engagement Officer First Selection for Interview Criteria

		Column A		Column B
	Essential	Score each point 1-3 with 3 being the highest	Desirable	Score 1-3 with 3 being the highest
Relevant Qualifications	<p>A high standard of education – minimum requirement</p> <ul style="list-style-type: none"> • Maths and English GCSE's or equivalent • 3 A' Levels or equivalent 		<ul style="list-style-type: none"> • Degree or equivalent <p style="color: blue;">The score will also be based on relevance of the degree</p>	
Relevant experience, skills and knowledge	<ul style="list-style-type: none"> • Experience of working within communications • Strong IT and computer skills, including MS Office 365 and MS Teams, or similar virtual working environment. • Excellent verbal and written communication skills, including the ability to assimilate information and draft copy for a variety of platforms to engage a range of audiences. • Knowledge and skills in the use of data/web analysis tools for example Google Analytics • Attention to detail and ability to proofread. • Ability to write and present correspondence to a professional standard. • Excellent IT skills including the use of Microsoft Office, and web content management skills. • Can demonstrate an understanding of communications, including the principles of engagement. • Proven ability to develop networks, create connections, support colleagues and engage stakeholders in order to contribute to long-term developments. 		<ul style="list-style-type: none"> • Knowledge and understanding of local council administration. • Practical experience of working in a busy office environment. 	

Communication and Engagement Officer First Selection for Interview Criteria

	<ul style="list-style-type: none"> • Excellent planning and organisation skills • Able to multitask and set goals for completion. • Be able to drive and hold a current UK driving licence. 			
Attitudes and Disposition	<ul style="list-style-type: none"> • Persuasive and confident communicator • Flexible approach to work • Resilient 			
Total Column A				Total Column B
Total Column A				Weighted Total of Column B x 2

Final Total of Column A + Column B =

WINDLESHAM PARISH COUNCIL RECRUITMENT POLICY

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Version & Date	Amendments made
V1.0-200728	Adopted at Full Council meeting 28 th July 2020
V1.0-210223	Reviewed at Full Council meeting 23 rd February 2021
V1.0-220125	Reviewed at Full Council meeting 23 rd February 2021
V2.0-231128	Reviewed at Full Council meeting 28 th November 2023

1 Introduction

- 1.1 This policy provides guidance to those involved in selecting staff for the council.
- 1.2 The Council has made clear its commitment to equal opportunities for all by the adoption of an Equal Opportunities Statement ([click here](#)). All selection processes must take place within the framework laid down by this policy.
- 1.3 The Council will also use the employment guidance provided in the National Joint Council for Local Government Services 'green book' ([click here](#))
- 1.4 All those involved in selecting candidates for employment should be aware that legislation increasingly regulates employment behaviour. Failure to follow certain basic steps can lead to an aggrieved candidate referring a matter to an employment tribunal.

2 Aims

- 2.1 The key aims of the Councils recruitment policy are:
 - To maximise the effectiveness of the recruitment and selection process
 - To ensure the recruitment and selection processes are consistent, fair and transparent, and in accordance with legislation
 - To ensure the recruitment and selection processes are in accordance with the Councils' Equal Opportunities Statement

3 Applications

- 3.1 The Council will provide a job description and person specification for each vacancy, and these documents will form the basis for the selection process. The Clerk will be responsible for ensuring these are reviewed and reflect the current responsibilities of the role.
- 3.2 The person specification will include a list of skills, experience and qualifications which are essential and/or desirable for the role. Candidates will be assessed and selected for interview against the person specification criteria.
- 3.3 The job description and person specification will be included in the recruitment pack, which will also provide details of working hours, pay scales and type and length of contract.
- 3.4 Any vacancy will be advertised in the public domain using one or all of the following: a) Local newspapers b) Parish Council Notice Board c) Parish Council Website d) Any other appropriate publication or location.
- 3.5 The Council will consider the viability of part-time and/or job share candidates for each role and will make clear in its advertisement if this will be considered.
- 3.6 The council uses application forms for recruitment in respect of all staff. All potential applicants should be directed to apply formally through the official contact named in the advertisement.

4 Shortlisting

- 4.1 The filling of the position of Parish Clerk will be the responsibility of a designated Working Group of Council members. This would consist of the Chairman, Vice Chair of Council,

- Chairman and Vice Chairman of Personnel and at least one other nominated Councillor, ensuring that membership includes at least one representative from each village.
- 4.2 The filling of other positions will be the responsibility of the Parish Clerk and the Staffing Sub Committee as appointed, in line with the Personnel Committee Terms of Reference.
 - 4.3 The Clerk will in the first instance assess the applications. The applications will then be assessed by both the Chair of Council, Chair or Vice-Chair of Personnel and any other nominated Councillors in line with the Personnel Committee Terms of Reference.
 - 4.4 Any Member with a personal connection to any of the candidates will be excluded from the entire selection process.
 - 4.5 As soon as possible after the closing date for applications, candidates will be selected for interview by assessing the information in their application form against the job description and person specification.

5 Interviews

- 5.1 The Personnel/Staffing Sub-Committee will agree the composition of the interview panel in line with the Personnel Committee Terms of Reference.
- 5.2 To ensure a consistent and fair approach, all candidates will be asked the same questions, with supplementary questions structured around each candidate to enable individuals to demonstrate their relevant skills and abilities. The questions will vary depending on the vacancy.
- 5.3 The interview panel must take extreme care to ensure they do not imply discrimination by asking questions about personal circumstances which are unrelated to the job. Such questions are contrary to the Council's Equal Opportunities Statement.
- 5.4 Each member of the interview panel will take notes to support their assessment of the candidates' suitability of the role, and the panel may agree a scoring system to help objectively assess the candidates.
- 5.5 Once all the candidates have been interviewed, the panel members should compare their notes and agree the most suitable candidate, ensuring their decision is based on the criteria in the job description and person specification.

6 Notification and appointment

- 6.1 Post interview arrangements are the responsibility of the Clerk, or where the vacancy is for the Clerk role, the Council Chairman.
- 6.2 Candidates should be notified as soon as possible of the outcome. A verbal offer of appointment may be made to the successful candidate but must be formally confirmed in writing. The offer is conditional on obtaining satisfactory references and, where applicable, proof of eligibility to work in the UK and any copies of qualification certificates.
- 6.3 If unsatisfactory responses to references are received, the Council may reconsider the offer of appointment. If the offer is subsequently withdrawn, the Council may make an offer to one of the original unsuccessful candidates, or decide to begin the recruitment process again.

This policy will be reviewed annually or earlier if so required by legislation or additional material.