



Ivybridge  
Town  
Council

# RECRUITMENT INFORMATION PACK

July 2024

## **RECRUITMENT OF MARKETING & COMMUNICATIONS MANAGER**

Closing date:  
Wednesday 4th September 2024,  
midday

Guidance for applications – Job  
Description – Person Specification –  
Application Form – Other Background  
Information

## Introduction

Thank you for responding to the Town Council's recent advertisement for this post. We trust that you will find this Recruitment Information Pack, together with the Job Advert, Job Description and Person Specification enclosed of assistance in deciding to apply.

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If you would like to apply, please complete the application form (CVs alone will not be acceptable) and submit it by email or print and post, to be received by midday, Wednesday 4<sup>th</sup> September 2024 to the email/postal address at the bottom of this page.

This Recruitment Information Pack will not form part of any subsequent contract of employment.

If you have any questions on the Recruitment Information Pack or the recruitment and selection process, require any further information on the Council or the post, or if you would like an informal discussion on the role, please contact the Town Clerk or Assistant Clerk via the details below.

If as a result of a disability or impairment you would like us to make any special arrangements concerning the completion of your application, or attending the interview, please let us know.

Contact: Kate Elliott-Turner, Town Clerk  
Julie Gilbert – Assistant Clerk  
c/o Town Hall, Erme Court, Leonards Road, Ivybridge, PL21 0SZ

Email: [townclerk@ivybridge.gov.uk](mailto:townclerk@ivybridge.gov.uk)  
[townhall@ivybridge.gov.uk](mailto:townhall@ivybridge.gov.uk)

Telephone: 01752 893815

Website: [www.ivybridge.gov.uk](http://www.ivybridge.gov.uk)

## Welcome message – Town Clerk, Mrs K Elliott-Turner

First of all, may I thank you for showing an interest in becoming the Marketing and Communications Manager for Ivybridge Town Council. I hope you find this information pack helpful and useful in making an application for the position.

Ivybridge is a beautiful town with a very active local population, attractive parks and community spaces, and a wonderful community spirit. This is an exciting time to join the Town Council, as it develops its key strategic objectives and puts in place several new strategies which will help guide the Council's priorities and projects over the coming years. A key part of the Council's activities is delivery of its established events and developing the promotion of those events and the Council's other activities and services, along with wider engagement with the community.

To help the Council meet its objectives we are looking for a Marketing and Communications Manager to join our team to lead on coordinating the Council's external communications and promotion, including the Council's website and social media, and to develop the Council's brand.

This will be a challenging, but exciting role and the candidate will be supported by a small but busy team of colleagues and active Councillors who are all committed to making Ivybridge a vibrant community which people are proud to be a part of.

Should you have any queries about the role or the Council, please contact me or my Assistant Clerk for an informal conversation.

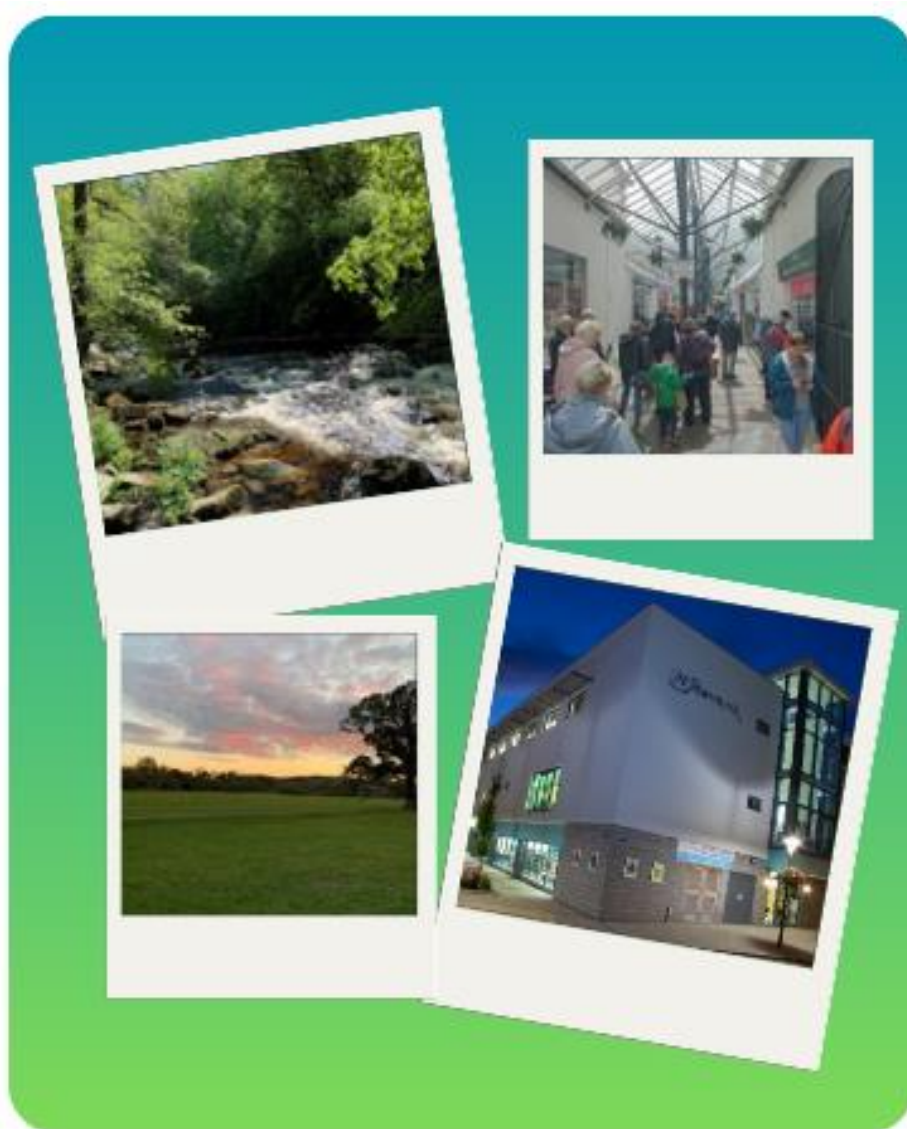
## The role

The newly created role of Marketing & Communications Manager, within a newly created Community Services team, would be responsible for overseeing all aspects of our communications, including social media, website management, public relations and community engagement. The role holder would also be responsible for working with the council on developing a Communications and Engagement Strategy. By having a dedicated professional in this role, we can improve our brand image, enhance our visibility, improve our transparency, strengthen our relationships with residents, and effectively communicate the council's initiatives and achievements. The role holder would also line-manage a newly created Events and Projects Officer (currently vacant), and help deliver an exciting calendar of town council events and activities, co-ordination of consultation exercises, aligned with our overall communications and engagement strategy.

## About Ivybridge

Ivybridge is a bustling, friendly town set on the banks of the beautiful River Erme ideally situated as a base to visit Dartmoor and the South Hams, a designated area of outstanding natural beauty, all within easy reach. The town is known as the 'Gateway to the Moor' and is the start/finish point of the long-distance walking path The Two Moors Way. Look north and visible high above the town is the Western Beacon and to the south, the South Devon coast with its stunning beaches, rolling green countryside and twisting Devon lanes waiting to be explored. In the heart of the town are the beautiful Longtimber Woods, Filham Park, Victoria Park, Woodlands Park and Erme Playing Fields.

The town enjoys both a magnificent natural setting and centuries of history as a mill town and a staging post on the London Road. Tumbling from the moors, the River Erme has formed the lifeblood of the town and provided power for three mills, one of which still stands today on Harford Road. You can read more about the town's history on the Town Council's website.



## About Ivybridge Town Council

There are three tiers of local government with areas of responsibility in Ivybridge:

Devon County Council  
South Hams District Council  
Ivybridge Town Council

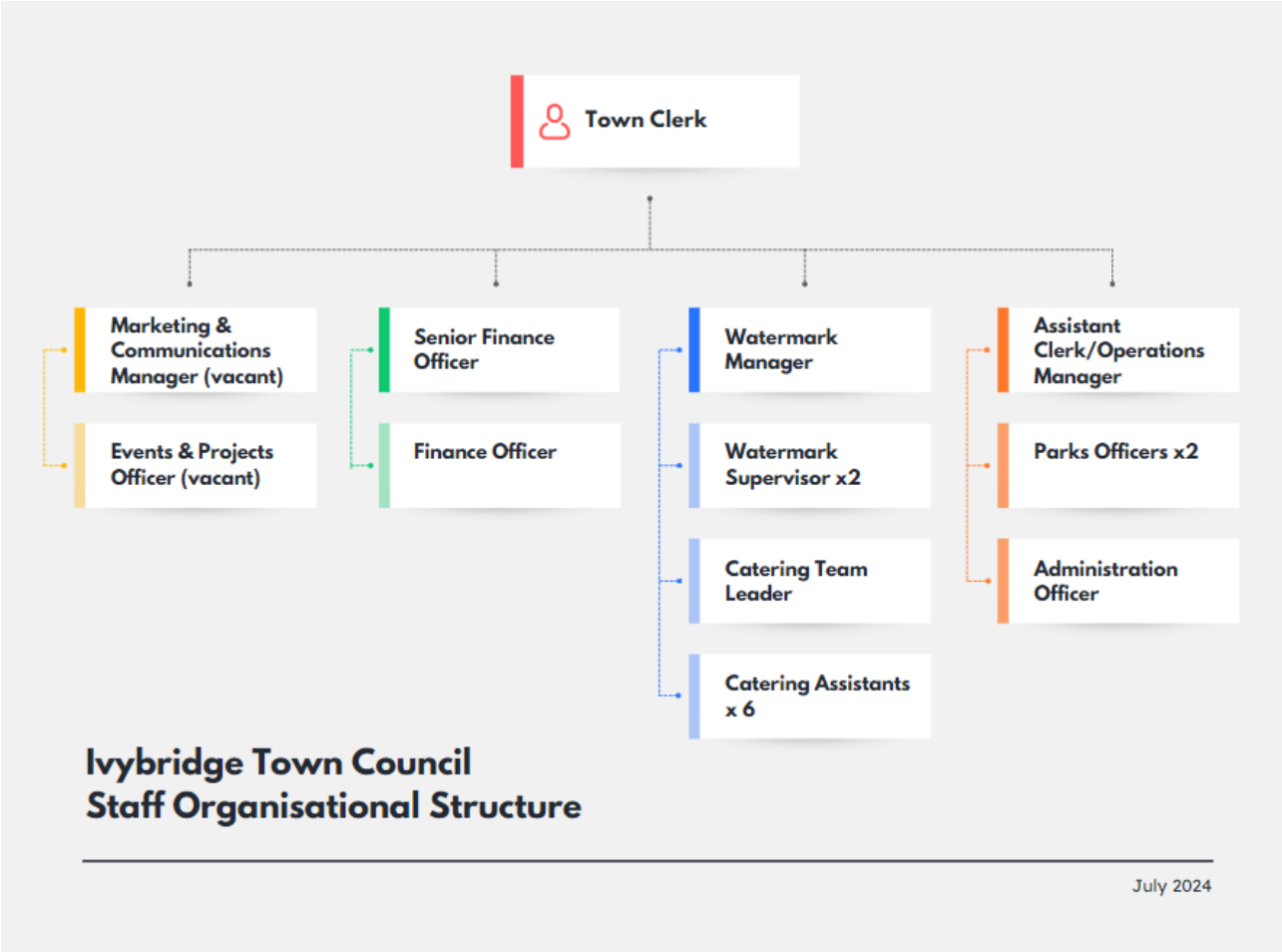
Ivybridge is divided into 2 Wards: Ivybridge East and Ivybridge West. The Town Council comprises 16 elected members, 8 for each Ward, who work for the town in a voluntary capacity. The Council Chair, acting as Town Mayor, is elected annually in May, and Town Council elections are held every four years. The Council has 4 committees – Governance, Development & Infrastructure, Assets, Community Services, plus various working and advisory groups.

Visitors are welcome to call into the Town Hall reception and the town's Information Centre located in The Watermark nearby. The Watermark and Town Hall both have facilities that are available to hire for meetings, conferences, weddings etc.

Ivybridge Town Council responsibilities:

- Parks and open spaces - Longtimber Wood, Filham Park, Victoria Park, MacAndrews Field and Woodlands Cemetery. The Town Council is also responsible for some smaller areas at Orchid Avenue, Holman Way and Baron's Pyke
- Tackling the Climate and Ecological emergency, including biodiversity improvements, planting trees and creating wildflower meadows at various sites around the town
- Planning – we are statutory consultees and provide comment on planning applications to South Hams District Council as the Local Planning Authority
- The Watermark – an accessible library, venue for comedy, cinema & live music, performance space, business spaces and community space, including a very popular café
- Organising and supporting various events throughout the year including the Christmas Festival, co-ordinating the Christmas Day event and Christmas Hampers, newly created Ivybridge Festival, supporting the annual Remembrance Sunday ceremony, and more
- Recognising our community spirited residents and organisations through the annual Citizen and Community Group of the year awards
- Supporting various charities and groups within the town through grant funding, coordination and officer support. Raising additional funds for the community through the Mayors Charity
- Listening to resident's views and coordinating responses to district, county and government plans that affect the town
- Provide allotments through the Allotment Association at Park Street and Filham Park, and operate as a burial authority, managing and maintaining Woodlands Cemetery

Ivybridge Town Council – Staff Organisational Chart



## Job Advertisement

### Recruitment of Marketing & Communications Manager

Salary scale: SCP 22 – SCP 25 £31,364 - £33,945 (37hrs/wk) Pay award pending

Plus Local Government Pension Scheme and free workplace car parking

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An exciting opportunity has arisen for an enthusiastic, innovative and self-motivated individual to join the Town Council to lead on Council's communications and promotion of its activities.

The successful candidate will undertake coordination of our communications, PR and marketing, production and implementation of a Communications and Engagement Strategy, whilst working with other officers to promote, protect and develop the reputation of Ivybridge Town Council.

Ivybridge Town Council delivers a series of annual events, and is looking to increase the offering of events and activities to the community. The successful candidate will line-manage an Events & Projects Officer to undertake operational planning, management and delivery of the Council's events, together with identifying new opportunities for community events and activities and promotion of the town.

Applicants must be able to demonstrate that they have relevant experience – a track record of working to deliver events and community engagement, be motivated, community focused and possess sound communication and organisational skills. Applicants should also be able to demonstrate experience of coordinating social media accounts, content on websites and creating communication plans. You will have experience of promoting activities, projects, services and/or events, with knowledge of writing press releases and reports. Ability to develop good working relationships with stakeholders is key.

The Marketing & Communications Manager position is full time working 37 hours per week. However, part-time (minimum of 30hrs/wk) may be considered for the right candidate.

Attendance at evening meetings and weekend events will be required, for which time off in lieu will be granted.

Ivybridge Town Council is committed to Equality of Opportunity and welcomes applications from all sections of the community.

For an informal discussion about the role and Ivybridge Town Council please call the Town Clerk, Mrs K Elliott-Turner or the Assistant Clerk, Mrs J Gilbert on 01752 893815

The closing date for receipt of applications is midday, Wednesday 4<sup>th</sup> September 2024

Formal interviews will take place at the Town Hall during week beginning 9<sup>th</sup> September 2024 – date to be confirmed.

## Job Description – Marketing & Communications Manager

Salary:	SCP 22 – SCP 25 £31,364 - £33,945 (37hrs/wk) Pay award pending
Hours:	37hrs/wk, (will consider 30hrs/wk for the right candidate, with a view to increasing if required)
Responsible to:	Town Clerk
Responsible for:	Events & Projects Officer
Workplace:	Based at the council offices – Town Hall, Erme Court, Leonards Road, Ivybridge, PL21 0SZ. This role has potential for hybrid working
Days:	Monday to Friday, with some weekend and evening work
Car use:	Casual user only
Annual leave:	25 days, plus 3 additional days after 5 years service, plus 5 days after 15 years service, plus 8 public holidays

### Purpose of role

The successful candidate will coordinate the marketing, publicity and promotion of the Town Council and Ivybridge across several platforms, including websites and social media. The successful candidate will also line-manage an Events & Project Officer in the planning, management and successful delivery of a calendar of community events and activities.

### Key objectives

The Marketing & Communications Manager will play a key role in implementing and delivering all corporate communications for the Town Council, using various multi-media and social platforms to engage with residents, businesses and visitors to communicate the Council's visions, facilities, initiatives, plans and decisions, creating and delivering a Communications and Engagement Strategy, and project managing Council events as part of our engagement activities by:

- Developing and delivering an innovative and forward-thinking multi-channel Communications and Engagement Strategy together with supporting policies by establishing, maintaining and utilising all available means of communication to deliver the strategy. Ensuring that Council's community engagement is inclusive and embraces social, economic and environmental diversity
- Making sure the Town Council's reputation is protected by managing all risks associated with public and media relations when dealing with internal and external issues
- Leading on all matters relating to printed, visual and digital media and enabling feedback as appropriate
- Developing the Council's web content
- Developing a diverse calendar of events and projects in Ivybridge, and ensuring successful delivery

### Duties & responsibilities

#### Strategic management

- In conjunction with the Town Clerk, develop a Communications and Engagement Strategy, together with a branding strategy, for all aspects of Ivybridge Town Council's services and facilities
- Work across all service areas to implement the strategy and manage all marketing and communications activity to positively enhance and increase awareness within the local community and develop new audiences for the Town Council's activities, services and facilities



### Media relations

- Seek out, develop and manage a high-level, collaborative and positive relationship with local, regional and national media by providing a proactive approach to the communications agenda
- Write press releases and content for the Council website and social media, creating photo opportunities where appropriate and beneficial
- Ensure the Town Council has a high and positive profile in relation to its services and facilities
- Act in an advisory capacity to officers in their dealings with the media, drafting responses and helping with individual requirements
- Continually monitor, assess and help manage the reputation of the Council amongst the public and key stakeholders
- Proactively monitor external media and social media coverage ensuring systems are in place to enable positive outcomes

### Reputational management

- Advise and support Councillors and employees, through the adoption of relevant policies, on how to reduce reputational damage and to deliver a positive, corporate and democratic image
- Support applications to award schemes and develop the Town Council's brand at regional and national level

### Printed, visual and digital media

- Maintain and be responsible for ongoing development of Council's website, ensuring that it is up to date and full advantage is taken of the latest digital technology
- Ensure the Town Council is best placed to take advantage of any new media opportunities
- Produce engaging, accurate and interesting content for social media and the council's website for events and activities, in line with the Town Council's overall marketing and communications requirements
- Explore opportunities to promote the town of Ivybridge, using multi-channel communications
- Ensure that all Council communications comply with accessibility regulations
- Organise the cost-effective design and production of all printed material and advertising, including assisting with the content
- Organise the effective distribution of all publicity material throughout the region and ensure that all display areas, including front of house and notice boards, are maintained to a high standard
- Maintain up to date, interesting and informative information on Council's electronic notice boards

### External communications

- Improve community engagement and promote a positive relationship with residents, visitors, businesses, voluntary organisations, public service organisations and schools by involving them in Town Council projects to develop a sense of pride in Ivybridge
- Initiate, create, develop and implement marketing campaigns that promote Ivybridge Town Council and Ivybridge town itself to existing and new audiences, including minority, ethnic and hard-to-reach groups
- Oversee and contribute toward consultation exercises as needed, promoting initiatives and publishing the results as appropriate
- Represent the Town Council at appropriate networks
- Maintain up to date working project and archives files, including photo files, for community initiatives
- Develop, in conjunction with the Town Clerk, an informative and engaging annual report in multiple formats

### Internal communications

- Ensure the effective delivery of internal communications that support the delivery of Council's objectives, supporting officers as appropriate
- Communicate openly and engage others in work planning and decision making, to ensure high levels of cooperation, and understanding of the vision of the Council including how their individual performance contributes to improving services and enhancing our reputation

## Ivybridge Town Council

- Preparing information and reports on all aspects of communications and customer service activity, as required by Council and the Town Clerk
- Support the Community Services Committee in any other events that may arise and putting forward recommendations for appropriate budgets
- Prepare, in consultation with the Town Clerk, agendas and reports for weekday evening meetings of the Council's Community Services Committee, together with attendance at those meetings, minute-taking and completing actions on decisions taken
- The post holder will be required to support colleagues in the Information Centre, which is managed by The Watermark staff, and which may include working with and supporting the Watermark Supervisor to identify additional promotional and publicity material about the town and the community, as well as the Council's own activities

### Events, activities & engagement opportunities

- To project manage and assist with operational requirements of numerous community events that may be outside normal working hours, such as the Ivybridge Christmas Festival, Remembrance Sunday and the Ivybridge Festival
- To ensure all events and activities meet their required deadlines and are within budget
- To supervise an Events and Projects Officer (newly created role, currently vacant), in helping Council produce a successful calendar of events and activities, promoting the town and the Town Council, as part of its Communications and Engagement Strategy
- Ensuring events adhere to health and safety policies and that all event licences and assessments are in place and followed
- To act as premises licence holder for events

### Financial management

- Securing financial support and event sponsorship as part of delivering projects
- To ensure the finances of all activities within the remit of this role are regularly monitored and are within budget, reporting to the Town Clerk when necessary
- Prepare, in conjunction with the Town Clerk, annual budgets relating to the area of work, and monitor relevant budgets throughout the financial year and provide reports to committee and the Town Clerk as and when required

### Person requirements

- Maintain high standards of work and performance with a creative mind and a keen eye for detail
- The ability to communicate effectively at all levels, with the community, councillors, staff and other stakeholders to ensure clarity and transparency
- To provide a customer-focused service, communicating in a professional, efficient, courteous and competent manner.
- To be aware of and follow all policies and procedures of the Town Council
- To assist with the continuous improvement of systems and processes to ensure efficiency and best practice
- To keep up to date with changes in legislation affecting the role, e.g. data protection
- As part of your continued professional development, undertake training as and when required
- This post requires a high level of flexibility, a positive attitude and ability to adapt to changes due to service needs
- This post is based in Ivybridge, but has some flexibility to work from home

## Person specification

<b>Role: Marketing &amp; Communications Manager</b>			
<b>Attainments</b>	<b>Competency</b>	<b>Essential</b>	<b>Desirable</b>
Qualifications	Degree or degree level marketing related qualification		X
	NVQ Level III or relevant industry qualification/experience in an appropriate subject such as Communications and Marketing, Event Management	X	
	Minimum 3 G.C.S.E. A-C grade to include English, or equivalent, or demonstrable experience based upon current competency	X	
Knowledge and skills	Sound experience in marketing and communications	X	
	Experience of devising and implementing successful marketing strategies and campaigns	X	
	Experience of effective working with the press and media	X	
	Print production including copywriting, editing, liaising with designers		X
	Sound knowledge of how to effectively implement marketing, media and communications, ideally within a local authority context	X	
	Knowledge and experience of digital strategies, including social media and websites and how these can be best utilised	X	
	Computer literacy including Word, Excel, Outlook, knowledge of website development packages plus using databases and desktop publishing packages	X	
	Excellent written and verbal communication skills	X	
	Report writing and proof-reading skills	X	
	Ability to analyse documents and situations in order to advise on the appropriate management response		X
	Ability to work at a fast pace juggling various priorities	X	
	Experience of working as a team to deliver on projects/work	X	
	Ability to work independently and prioritise workload to meet timescales/deadlines	X	
	Excellent social media management skills	X	
	Practical experience of event planning and management		X
	A strong knowledge of event safety, including public liability, health and safety, risk assessments and public safety liaison guidance		X

Ivybridge Town Council

	Ability to monitor media coverage, identify and capitalise on positive news stories and, conversely, identify potential issues and draft media responses		X
	Experience of supervising a team/individual, including as part of running an event/activity	X	
	Aptitude for new technologies and computerised systems		X
	Commitment to equal opportunities	X	
	Commitment to health and safety at work	X	
	Ability to work flexible and unsociable hours when required	X	
	An understanding of GDPR		X
	Understanding of procedures, systems and the legal framework in which the Town Council operates		X
Personal qualities and attitude	Strong interpersonal skills and an ability to liaise with different groups, bodies, organisations, individuals and stakeholders at various levels	X	
	Excellent personal organisation and time management including ability to initiate, self-motivate and work to tight deadlines	X	
	Creativity and resourcefulness	X	
	Ability to operate with complete impartiality in a political environment	X	
	Remain calm under pressure	X	
	Commitment to quality service delivery	X	
	Professional and courteous manner	X	
	Flexible, pro-active and 'hands-on' approach to tasks. Including occasional weekend and evening work for meetings and events	X	
Trustworthy with confidential information	X		

## Key terms and conditions of employment

### General

The terms and conditions of employment are generally in accordance with the National Joint Council Scheme of Conditions of Service and the provisions of the National Association of Local Councils and the Society of Local Council Clerks Conditions of Service for Clerks of Local Councils or as amended by the Council.

### Salary

The salary is in the range of Salary Scale: LC2 Substantive SCP 22 – 25 per annum, currently £31,364 - £33,945 full time.

### Working week

The normal working week is to be between 30 (part time) to 37 hours (full time) per week, to be agreed with the successful candidate. Hybrid working is possible. Days of work will be agreed with the successful candidate. Standard Council working days are Monday to Friday and the office hours are 9am to 5pm (30 min lunch) and 9am to 4.30pm on Fridays (30 min lunch). In addition, attendance at occasional evening or weekend events and functions, and evening Committee meetings, for which time off in lieu will be granted.

### Annual leave

25 working days (23 plus 2 statutory) (increased after 5 years' continuous local government service, and increased again after 15 years' service), plus 8 bank/public holidays. Pro-rata if part-time.

### Pension

You will automatically be enrolled as a member of the Local Government Pension Scheme unless you choose to opt out. The employee rate of contribution for the LGPS, based on full time (37hrs/wk) pensionable pay is 6.5%.

### Probation

The successful candidate will be subject to a 6 month probationary period.

### Code of Conduct and Staff Handbook

Ivybridge Town Council abides by the Code of Conduct, in accordance with the policies outlined in the Council's Staff Handbook. A copy of the Staff Handbook is made available to every member of staff.

### Pay method

Salary is paid on the 25<sup>th</sup> day of each month, directly by bank transfer to a bank or building society account.

### Salary review

The salary is subject to any revisions agreed nationally by the National Joint Council on behalf of NALC and SLCC as a result of pay negotiations which are usually effective from 1<sup>st</sup> April.

### Work location

Ivybridge Town Council, Town Hall, Erme Court, Leonards Road, Ivybridge, Devon, PL21 0SZ with attendance at other locations as required and when necessary.

### Expenses

Car mileage allowance is payable in accordance with the casual user provisions in the Council's policy.

### Other terms

All staff are required to operate within the Council's code of practice on confidentiality.

A no smoking policy is in operation in the Council's buildings and vehicles.

### Notice period

After completion of the probationary period, 1 months notice on either side in writing to terminate the employment.

# Application for Employment

We are committed to equal opportunities in employment and service delivery, and are only interested in your ability to do the job

**Please complete in clearly written or typed black ink, continuing on separate sheets where necessary**

**Post applied for:**

## 1 PERSONAL DETAILS

First name/s:

Last name:

Address:

Contact telephone numbers

Daytime:

Evening:

Mobile:

Email address:

## 2 EMPLOYMENT HISTORY - Present or most recent employment

Name of employer:

Job Title:

Salary:

Dates from / to:

Period of notice / date available to start:

Key responsibilities:

Reason for seeking new position /leaving:

NB. If you are currently employed by more than one employer please provide the same information for each job, if necessary on a separate sheet.

**3 PREVIOUS EMPLOYMENT**

**Please start with the most recent** *including any unpaid or voluntary work. Continue on separate sheet if necessary.*

Job title and brief outline of duties	Name and address of employer	Dates From – to (month & year)	Reason for leaving

Please give details and an explanation for any gaps in your employment history:

**4 EDUCATION, TRAINING AND DEVELOPMENT**

**Secondary school / college / university / apprenticeship** *including current studies, with the most recent first.*

Name of institution	Full/part-time	Courses/subjects taken	Qualifications/grade

NB. We reserve the right to contact employers or educational establishments to verify details given.

**Details of any relevant learning and development.** Please include dates.  
(e.g. short courses, first aid, computer skills, work-based NVQ etc., and any current courses)

**Professional / Technical membership**

Name of professional / technical body	

**5 SUPPORTING STATEMENT**

Please read the job description and person specification. Using examples, **show how your knowledge, skills and experience meet each of the essential requirements of the person specification and as many desirable requirements as possible.** Please draw on your relevant experiences; including paid employment, voluntary work, family experiences and leisure activities as evidence.



**6 ADDITIONAL INFORMATION**

We are committed to interviewing people with a disability who meet the essential criteria of the person specification. The Equality Act defines a person as having a disability if he or she has, "a physical or mental impairment which has a substantial and long-term adverse effect on his or her ability to carry out normal day to day activities".

Do you have a disability? Yes  No

Are you eligible to work in the UK? Yes  No

Do you require a work permit? Yes  No

Do you, your partner or family have any interests (financial, professional or otherwise) that may conflict with your Ivybridge Town Council employment? (if yes, attach details) Yes  No

Are you related to an elected Member of the Council? Yes  No

If yes, give name and relationship: \_\_\_\_\_

Note: Soliciting support or information to give an unfair advantage may disqualify your application.

Have you ever been convicted of a criminal offence (subject to the Rehabilitation of Offenders Act 1974)? Yes  No   
If yes, please give details:

**7 REFERENCES**

Please give details of two referees, one of whom should be your most recent employer. If you are in, or have just completed full-time education, one referee should be from your school, college or university. Referees must not be related to you, or writing solely in the capacity of a friend, and must be able to comment on your skills and abilities in relation to the post. If a post requires additional references this will be detailed in the application pack.

References may be taken up before an interview or offer of employment, unless you request otherwise.

Name:	Name:
Address:	Address:
Tel No:	Tel No:
Email:	Email:
Occupation / relationship:	Occupation / relationship:
How long have they known you?	How long have they known you?
I agree to this reference being taken up before an interview or offer of employment being made: Yes <input type="checkbox"/> No <input type="checkbox"/>	I agree to this reference being taken up before an interview or offer of employment being made: Yes <input type="checkbox"/> No <input type="checkbox"/>

I declare that the information given in this application is, to the best of my knowledge, complete and accurate. I understand that if, after appointment, any information is found to be inaccurate, this may lead to dismissal without notice.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Where did you see the advertisement for this post?

**Thank you for your application. Please return this form as indicated in the advertisement or otherwise instructed.**

## GUIDANCE FOR APPLICANTS

The application form is the first step in the recruitment process which may lead to an interview and a possible job offer. It is therefore essential to complete it to the best of your ability, as it forms the first impression of your application. The guidance below may be of help in completing your application form.

1. Read the instructions on the application form carefully before completing it.
2. It is important that you complete ALL sections of the application form which are relevant to you as clearly and fully as possible. Applicants who conceal or misrepresent relevant information at any stage will be disqualified from appointment or, if appointed, may be dismissed without notice.
3. If you are submitting your application by post please type or write your application clearly in black ink so it can be photocopied for the selection panel. If there is insufficient space, please use blank A4 sheets as continuation sheets. Make sure that you mark them clearly with your name, the job title and reference number.
4. If you are handwriting your application, please ensure it is completed legibly.
5. Take time to complete your application form as this will be the main information used to decide whether you will be selected for further consideration.
6. The Person Specification gives details of the experience, skills and abilities needed to carry out the duties. Every application will be compared against the person specification. When completing your application remember you must show clearly how your knowledge, skills and experience are relevant to the requirements of the post.
7. The supporting statement is one of the most important parts of the form. You should cross reference your skills against the criteria listed on the Person Specification. Each skill should be supported by evidence highlighting when you have demonstrated this skill. This can include interests outside of work. The short-listing process will focus on this area.
8. The Job Description will provide details of the purpose of the job, the level of responsibility, and the duties to be performed. This is an opportunity for you to see if the job is really the one for you.
9. Application forms are used to ensure that the information is presented in a standard format and that only information relevant to the selection procedure is provided. This ensures applicants are treated fairly and equally. If you choose to submit a curriculum vitae (CV) this must be as an addition to but not instead of submitting a completed application form.
10. Please note that late applications will not be considered without good reason and certainly not once short-listing has commenced.

## Equalities Monitoring Form

### Dear Applicant

Ivybridge Town Council wants to meet the aims and commitments set out in its Equalities Policy. This includes not discriminating under the Equality Act 2010, and building an accurate picture of the make-up of the workforce in encouraging equality and diversity.

The organisation needs your help and co-operation to enable it to do this, but filling in this form is voluntary. The information provided will be kept confidential and will be used for monitoring purposes.

If you have any questions about the form, please contact Mrs K Elliott-Turner, Town Clerk to Ivybridge Town Council.

Please return the completed form along with your application form.

### Gender

Male  Female  Intersex  Non-binary  Prefer not to say   
 If you prefer to use your own gender, please write in:

Is the gender you identify with the same as your gender registered at birth?

Yes  No  Prefer not to say

### Age

16-24	25-29	30-34	35-39	40-44	45-49	
50-54	55-59	60-64	65+	Prefer not to say		

### What is your ethnicity?

Ethnic origin is not about nationality, place of birth or citizenship. It is about the group to which you perceive you belong. Please tick the appropriate box

#### **Asian or Asian British**

Indian  Pakistani  Bangladeshi  Chinese  Prefer not to say

Any other Asian background, please write in:

#### **Black, African, Caribbean or Black British**

African  Caribbean  Prefer not to say

Any other Black, African or Caribbean background, please write in:

#### **Mixed or Multiple ethnic groups**

White and Black Caribbean  White and Black African  White and Asian

Prefer not to say

Any other Mixed or Multiple ethnic background, please write in:

#### **White**

English  Welsh  Scottish  Northern Irish  Irish  British

Gypsy or Irish Traveller  Prefer not to say

Any other White background, please write:

**Other ethnic group**

Arab  Prefer not to say

Any other ethnic group, please write in:

**Do you consider yourself to have a disability or health condition?**

Yes  No  Prefer not to say

What is the effect or impact of your disability or health condition on your work? Please write in here:

The information in this form is for monitoring purposes only. If you believe you need a 'reasonable adjustment', then please discuss this with your manager, or the manager running the recruitment process if you are a job applicant.

**What is your sexual orientation?**

Heterosexual  Gay  Lesbian  Bisexual  Asexual  Pansexual

Undecided  Prefer not to say

If you prefer to use your own identity, please write in:

**What is your religion or belief:**

No religion or belief  Buddhist  Christian  Hindu  Jewish  Muslim

Sikh  Prefer not to say

If other religion or belief, please write in:

**Do you have caring responsibilities? If yes, please tick all that apply**

None

Primary carer of child/children (under 18)

Primary carer of disabled child/children

Primary carer of disabled adult (18 and over)

Primary carer of older person

Secondary carer (another person carries out the main caring role)

Prefer not to say

## GDPR Privacy Notice for all Job Applicants

### Introduction

As part of any recruitment process, Ivybridge Town 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 Regulations (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 applicant 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 a contract with you. It also needs to process your data to enter 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.

Ivybridge Town Council relies on legitimate interests as a reason for processing data and has considered whether 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 access except by our employees in the proper performance of their duties.

### 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 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.

## Application process

### Recruitment schedule

The proposed recruitment timetable is as follows – any changes will be advised as required.

Closing date for the receipt of applications:                   midday, Wednesday 4<sup>th</sup> September 2024

Shortlisted candidates' invitation to interview:               By Friday 6<sup>th</sup> September 2024

Formal interviews:   Week beginning 9<sup>th</sup> September 2024 - date TBC

### Application procedure

You should complete the Town Council's Application Form in full and not disregard any section. CVs are not acceptable as an alternative to completing the Application Form, but may be attached along with any supplementary information or documents in support of your application.

When submitting your application, you should address the requirements of the Job Advert, Job Description and Person Specification for the post and ensure that your relevant key experiences, knowledge, skills and personal style are clearly described to give you the best opportunity in the short-listing process. Please note, you will be required to show documentary proof of qualifications claimed at interview.

**Completed application forms should be headed "Confidential – Application for post of Marketing & Communications Manager" and received before midday, Wednesday 4<sup>th</sup> September 2024 via email to [townclerk@ivybridge.gov.uk](mailto:townclerk@ivybridge.gov.uk), or via post to:**

**Town Clerk  
Ivybridge Town Council  
Town Hall  
Erme Court, Leonards Road  
Ivybridge, PL21 0SZ**