



FALMOUTH TOWN COUNCIL

JOB DESCRIPTION

Events & Marketing Co-ordinator (Full-time*)

Falmouth Town Team/Management

Responsible to: Town Manager

The award-winning Falmouth Town Team is the strong public/private partnership that has been developed between the Falmouth Town Council and the Falmouth Business Improvement District (BID). The Team manages the town's marketing campaigns, annual major festivals calendar, operational matters and business upskilling opportunities for Falmouth. The postholder would provide proactive and dynamic events and marketing support to both the Town Manager and the BID Manager.

Main Responsibilities will include:

1. Provide support and assist with delivery of all major town festivals and co-ordinate and deliver smaller events all as directed by the Town Manager.
2. To act as responsible person for events and activities as instructed by the Town Manager and to deputise for the Town Manager in that regard.
3. Develop an increased regular plan of activities for the Moor Piazza to ensure effective use of the space and be Site Manager for the Moor Piazza, a public space managed by the Town Council, particularly identifying new opportunities to enhance the space.
4. To assist with the management and development of the town's official social media presence and output.
5. To assist with the management and development of the town's official website www.falmouth.co.uk

6. To assist with the development and direction of the varied Falmouth Business Improvement District (BID) programme (www.falmouth.co.uk/media) as directed by the BID Manager.
7. Assist with the preparation, consultation and submission of Event Safety Plans, Traffic Management plans, Emergency Management Plans, and other necessary compliance documentation.
8. Marketing distribution both within Falmouth and across county.
9. Event website content management system updates e.g., Falmouth Week, Falmouth International Sea Shanty Festival etc.
10. To further develop a Social media presence for Falmouth and particularly events such as @falmouthweek @falseashanty
11. Co-ordinate the Town Events Calendar.
12. Working with the press and media to promote events including press releases.
13. Obtaining sponsorship for annual and one-off events which are run by the Town Team.
14. Co-ordinating the administration of In Bloom and other community award schemes and initiatives e.g. Fairtrade Falmouth, Plastic Free Falmouth etc.
15. To assist the Town Mayor's Secretary in supporting civic events and parades.
16. To work with the Cultural Services Interpretation Officer to prepare and publish the Falmouth Town and Events Guides.
17. To work with the Cultural Services Volunteers Co-ordinator to manage and co-ordinate volunteers.
18. Work with the Market Manager and contractors to oversee and plan markets on The Moor Piazza.
19. Work with other organisations to deliver an active events programme throughout the town.
20. Provide administrative assistance and support the functions of Town Management and Falmouth Business Improvement District.

21. To provide assistance and administration support to town initiatives such as Shop Mobility, Falmouth Car Club, Shoppers Shuttle Bus etc.

22. Any other duties that might reasonably be required.

* 12 hours per week from November 2018 will be subject to a successful BID renewal

Jan 2018