



# Falmouth Town Council



**FALMOUTH**  
Business Improvement District (BID)

## **JOB DESCRIPTION**

### **Marketing and Events Executive (37 hours per week)**

#### **Falmouth Town Team**

The nationally award-winning Falmouth Town Team is the strong public/private partnership that has been developed over the past ten years between the Falmouth Town Council and the Falmouth Business Improvement District (BID). The Team has a wide-reaching public facing remit including overseeing the town's destination marketing campaigns, annual major festivals calendar, operations and business engagement schemes. The postholder is expected to provide at all times, highly professional, proactive marketing as well as strategic events support, to both the Town and BID Manager.

Note, there is a joint reporting structure for this role. The postholder is employed by Falmouth Town Council but the role is jointly funded by the Falmouth Town Council and Falmouth BID. As such the postholder will report into both the Town and BID Managers.

Responsible to: Falmouth Town Manager and Falmouth BID Manager.

#### **Main Responsibilities will include:**

1. To proactively manage the marketing and ongoing development of the town's official digital destination platform, [www.falmouth.co.uk](http://www.falmouth.co.uk) and the variety of festival websites that are also overseen by the Town Team such as Falmouth Week and the International Sea Shanty Festival.
2. To proactively and strategically manage the design, content, output and analysis for the town's official social media platforms, that are overseen by the Town Team. These include the official destination and festival platforms such as Falmouth Cornwall UK, LoveFalmouth, Falmouth Week and the International Sea Shanty Festival.
3. To provide an in-house marketing design expertise, particularly utilising Adobe Suite of programs, that complements the ongoing wider destination marketing and festivals programme. This may include the design of digital and printed promotional materials for the festivals programme, films, social media activities, incentivised campaigns, project portfolio and sponsorship documents, consumer competitions and promotions.

4. Provide operational support to ensure the timely and professional delivery of the major annual festival programme, as overseen by the Town Team. This includes Falmouth International Sea Shanty Festival, Falmouth Week, Falmouth Spring Festival and Festive Weekend.
5. To co-ordinate and deliver smaller regular events and activation schemes as directed by the Town Team. Of particular focus is the development of an increased, regular programme for the Moor Piazza. The postholder will site manage the space, which is managed by the Town Council.
6. To provide administrative assistance to the comprehensive festivals and events programme overseen by the Town Team. This may include the preparation, consultation and submission of Event Safety, Traffic Management, Site, Covid and Emergency Management Plans, and other necessary compliance documentation.
7. To provide strategic support and assistance to the ongoing and proactive national PR campaigns, working with external partners, media and agencies on its delivery.
8. To provide strategic support and assistance with the ongoing sponsorship plans for the annual, as well as one-off large-scale events which are overseen by the Town Team.
9. To provide ongoing strategic support to the wider functions of Town Management and Falmouth Business Improvement District (BID) as directed by the Town Team. This may include face to face community engagement activity, representing the Town Team at business forums, traders' meetings, and corporate functions.
10. To provide occasional administrative and organisational support for functions taking place in the Atherton Suite.
11. To provide occasional assistance and administration support to town initiatives such as Falmouth Shopmobility.
12. Any other duties that might reasonably be required.

For information on Falmouth Town Council - <https://www.falmouthtowncouncil.co.uk>

For information on Falmouth BID - <https://www.falmouth.co.uk/media/>