



**Falmouth Town Council  
Person Specification  
Events & Marketing Co-ordinator  
Town Management Team**

	Essential	Desirable
Education and training	English and Mathematics to good GCSE level  Commitment to continuing professional development	Relevant Events Management Qualification
Experience and knowledge	Understanding of the commercial sector and public sector events management environment  Experience of working with the media	Involvement in event planning and implementation of successful events  Production of press and media releases  Gaining sponsorship for events
Skills and abilities	Excellent Interpersonal skills  Developed IT skills including knowledge and expertise with web content management systems, advanced social media  Good communication skills  Ability to work effectively alone and as part of a small team  Diplomatic and able to deal with concerns and disagreements in a professional and pro-active manner	In-design or similar Graphic Design experience



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Personal attributes	High level of self- motivation  Ability to organise and prioritise workloads to meet deadlines  Good work ethic	Passionate about promoting Falmouth
Special circumstances	Willing to work irregular hours including some weekends  Full valid driving licence	Willing to travel as and when required