



1 Background:

- a. What is the activity / project? To recruit a Communications Assistant/Apprentice (Position will be Marketing & Communications Assistant) as discussed in Staffing & Finance Committee Meeting dated 27 May 2021 and 25 August 2021 (SF652)
- b. Authority was given to Communications Manager to act on behalf of Town Council to progress with recruitment at Town Council Committee Meeting 13 July 2022 minute number TC22.280
- c. What is its purpose? To provide support to the Communications Manager.
- d. Why is the Council doing it? To deliver more communications to residents in a timely and effective manner to ensure as many residents as possible are communicated with.

2 Objectives:

- a. What are the activity / project objectives / deliverables? To recruit a suitable candidate from Weston College as an Apprentice.
- b. Which PTC theme(s) does it deliver – Wellbeing / Prosperity / Sustainability / Efficiency – and how? The new position will ensure PTC can provide enhanced communications across all platforms in an effective and timely manner.

3 Delivery plan:

- a. Once recruited the Marketing & Communications Assistant (Apprentice) will support the Communications Manager with all aspects of Communications. Initially supporting with Social Media and Website and to then support with other elements of communications ie: videos etc.

4 Council resources:

- a. What budget is required / has it been allocated? Budget has already been allocated in 2021
- b. How will goods / services be procured? Weston College will advertise for the position FOC on government website and provide PTC with suitable candidates for interview.
- c. What staff resource is required / is it available? Communications Manager will support Apprentice in their role. There is a requirement for off the job training of 6 hours per week.

5 Risk assessment:

- a. **Risks of not doing the activity / project:**
 - i. Not able to engage with public as effectively.

6 Impact analysis:

	Potential impacts (positive / negative)
Wellbeing & health	We can provide more support to community groups and residents.
Equality, diversity, inclusion & safety	Provide communications to all residents in a variety of methods and review other opportunities.
Crime, disorder & transport	Communicating issues with residents in a timely manner.
Transparency	Providing residents with information
Council / community finance	Staff cost (in Budget)
Scale (number of residents benefitted)	All residents with access to internet will benefit.

7 Recommendations:

- a. Recruit a Marketing & Communications Apprentice through Weston College. Title has been advised by Weston College as Apprentice will be studying Marketing. 30 Hours per week for a period of 18 months
Salary based on Real Living Wage (£9.90 per hour or dependent on age)
6 Hours per week to be spent on training
Total Council Cost: October 22 to March 23 – cost to Council = £10,676
April 23 to March 24 -cost to Council = £21,351