

Report for: NORTHSTOWE TOWN COUNCIL

MARKET MANAGER Position - Proposal for Advertising the Position

Background

- This document contains a proposal for the locations where the (proposed) Market Manager position is to be advertised, in order to attract candidates with the required skills and qualities.
- Northstowe Town Council has adopted its [Staff Recruitment Policy](#) in May 2021; this proposal is in line with the Council's policy and its recommendations for where job adverts are to be advertised.
- In the ~~2023-'24~~2024-'25 budget £~~500,000~~1,000.00 has been allocated for Recruitment Advertising, none of which has been used to date. ~~At this stage in the financial year it is unlikely that any other jobs are going to be advertised before the end of March '24, and thus~~ this budget could be ~~targeted~~ used for the recruitment of a Market Manager.

Recommendation

- It is recommended ~~by the Personnel Committee~~ to Full Council to approve the below-mentioned advertisement locations and associate costs.

Advertising locations proposed

~~It is proposed that use is made of free advertising locations, considering that none of the applicants for the Market Manager position as advertised previously mentioned the advert seen at one of the paid-for options.~~

It is proposed that ~~otherwise~~ a similar approach is taken as done for advertising the Town Clerk position in 2021 and Deputy Clerk position in 2022-'23, i.e.:

- Make good use of professional advertising locations, offered through the Town Council's membership of professional bodies.
- Spread the news locally, in Northstowe and surrounding settlements, primarily through key online messaging and advertisement in The Cabin.

Formatted: Font: Arial Nova, 12 pt

PROPOSED ADVERTISING LOCATIONS		
Advertising via	Costs	Notes
1. SLCC	Proposed package 'Bronze' (see Advertise your Job Vacancy 2023 (slcc.co.uk)) for 4 weeks – total cost = £324 + VAT.	This pays for SLCC advertisement on their website.
2. NABMA	Free	Advert to be sent to support@nabma.com and to email Chris New and they can place it on their website – see Jobs & Tenders - NABMA . Could also promote through their online NABMA forum (Basecamp) and their social media.
3. CAPALC	Free	CAPALC offers a free vacancy promotion service as part of membership benefits – vacancies are uploaded to their vacancy website page (Parish Council Vacancies - CAPALC) and are also sent out in special mailing to their members once a month (middle of the month).
4. SLCC Cambridgeshire branch	Free	The SLCC Cambridgeshire branch can be approached to share vacancies by email to all of their members, which is done via their Branch Secretary.
5. Town Council website	Free	News item to promote; vacancies page.
6. Facebook and X	Free	Town Clerk to promote to relevant partners, encouraging sharing of posts. Also to be posted on as many relevant local public and closed Facebook groups as possible (including: Northstowe Pioneers; I Love Northstowe; Northstowe; Northstowe Town; Northstowe Community; Northstowe News; Northstowe Foodies; Events and Stallholders in Cambridgeshire; Shop Local – Cambridgeshire; Longstanton, Oakington and Northstowe; Longstanton; Rampton Drifters; Visit South Cams)
7. Promotion at Sunday Markets	Costs for A2 posters – Print-Out, Histon, expected cost: maximum £40 for a few copies. NB: remainder printed at A3 in NTC office. A3 posters placed strategically at markets and in the Cabin	A2 and A3 posters to be placed in the A-frames used for market days. May need active assistance from Town Councillors who volunteer at the markets to help promote this at the markets.
8. Market traders	Free	Share advert with all traders associated with Northstowe market, asking them to share the information/know if anyone knows candidates
8. Promotion in The Cabin	Free	A4/A3 posters/leaflets can be placed in The Cabin, to spread the news
9. Noticeboard on Green	Free	A3 poster displayed

PROPOSED ADVERTISING LOCATIONS		
Advertising via	Costs	Notes
10. Promotion in and through local schools	Free	A3 posters to be placed in Pathfinder Primary School; Northstowe Secondary College; Hatton Park Primary schools. Digital promotion of advert sent to schools to be shared at weekly/fortnightly parents'/carers' mailings.
11. Promotion local businesses	Free	A3 posters to be displayed, where possible, at Co-op in Longstanton; Park & Ride Longstanton.
12. Promotion via SCDC Business Development Team	Free	Via K. Southwood, SCDC, who has offered to help promote through their channels.

DRAFT