

Cambridge City Council



Candidate Information Pack

Marketing Officer



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“We believe in the dignity of all people and their right to respect and equality of opportunity. We value the strength that comes with difference and the positive contribution that diversity brings to our community. Our aspiration is for Cambridge and the wider region to be safe, welcoming and inclusive”.

This commitment, as set out in our Equality Pledge, is reflected in the way we provide services for communities and also in seeking to ensure that our employment policies and procedures are equitable.

We value having a workforce which is representative of the City that we serve, therefore we welcome applications from all sections of the community particularly from those who are under-represented in our organisation, such as disabled people and people from BAME communities.

If you require this document in an alternative format please contact recruitment@cambridge.gov.uk.

"We are looking for talented people who will work in a flexible and agile way. People who are ready and willing to help us tackle the challenges we face."

Cambridge City Council has a clear vision about leading a united city: '**One Cambridge – Fair for All**'. We want everyone to share in the city's prosperity and to see Cambridge as a great place to live, learn and work. We also want Cambridge to be a sustainable city which is focused on reducing its carbon footprint and tackling climate change.

We work in a diverse city and are proud of that diversity in our community and in our workforce. We have a strong track record of delivering high quality services to our residents, particularly targeting our resources to meet the needs of the most vulnerable.

We support our staff with learning and development opportunities from the day they join the council. We also offer a range of flexible working options including flexible hours, home and mobile working, dependent on the role.

We value openness and transparency. We believe it is important to be accountable to our residents and to involve them when we are making decisions.

We are an ambitious and forward-thinking council. We recognise we must continue to evolve and innovate to meet the city's needs. This means it is important to make continuous improvements in the way we deliver our services.

We know it is important to stay focused on the outcomes that matter. We are committed to team working. That includes working well with our partners to make the best use of our collective resources.

If these are the things that also matter to you, we would love to hear from you.

We are looking for talented people who will work in a flexible and agile way. People who are ready and willing to help us tackle the challenges we face. We want people who share our values and are inspired by wanting to make a difference to our communities.

If you are one of those people we hope you will consider joining us – with your help we can really make a difference to our place and our people.

We are currently seeking an enthusiastic and hardworking individual to join our diverse team within Cultural Services.

This is an exciting opportunity to develop marketing experience within the cultural sector and assist in the delivery of high-quality marketing and communication campaigns within a varied portfolio of events, ranging from a full programme of shows at the Corn Exchange to the Cambridge Folk Festival and other community festivals and outdoor concerts.

With your excellent communication skills and the ability to work to tight deadlines you will create content for email, web and social media working with senior managers and events managers to ensure it aligns with sales and brand goals.

You will need to have a proactive and flexible approach and will be able to focus on delivering positive outcomes as well as bringing with you your:

- General knowledge of relevant arts forms and genres
- Knowledge of best practices and procedures in relation to marketing
- Experience of developing and scheduling content on digital channels

So if you are looking for a platform to share your creativity and be an important part of our success story, then we want to hear from you. In return we can offer:

- Family friendly policies
- Generous annual leave allowance; 24 days' per annum, rising to 29 days' after five years continuous service; plus 8 days public holidays.
- Access to the highly valued [Local Government Pension Scheme](#) (LGPS)
- Agile and flexible working
- A variety of learning and development opportunities via a range of sources and methods
- Confidential advice and support via the [Employee Assistance Programme](#)
- Health and wellbeing programme for staff
- Subsidy for public transport
- Staff Reward and Recognition Framework

We would love to chat to you more about this exciting role and tell you all about our team and what we do. If you would like to find out more, please contact James Page, Marketing and Communications Manager at james.page@cambridge.gov.uk

Key Details

Job Title:

Marketing Officer

Salary:

£26,446 to £30,095 per annum (City Pay Band 4)

Working Hours:

37 per week

Contract:

Permanent

Location:

Cambridge

Service:

Cultural Services

Reports to:

Marketing and Communications Manager

Finance:

Budget - £250

Closing Date:

12 midnight, 26th May 2022

Interview Date:

8th or 9th June 2022

The Role

To support the delivery of marketing and communication functions for the full portfolio of cultural events delivered by the City Council including the three primary strands (Cambridge Folk Festival, Cambridge Corn Exchange, City Events) plus the equalities programme, with a focus on website, email, social media, and print marketing materials.

Role Profile

Experience of:

- Creating and running marketing campaigns for a variety of live event types
- Monitoring spend across different types of promotional campaigns
- Working with digital content management systems
- Developing and scheduling content on digital channels
- Monitoring the effectiveness of digital communications
- Creating content (copy and graphics) for use on a variety of channels
- Working in an arts-based environment

Skills and Competencies:

- Ability to work quickly to tight deadlines
- Excellent verbal and phone communication skills
- ICT skills (especially Word and Excel)
- Knowledge of web content management systems
- Familiarity with social media and email marketing
- Understanding of social media best practices
- Ability to manage competing deadlines with multiple stakeholders for different events simultaneously
- Intermediate graphic design skills, enabling creation of basic digital creative assets using software tools

Knowledge:

- General knowledge of relevant art forms and genres
- Knowledge of general marketing principles and best practices in the arts and culture context

- Knowledge of best practices and procedures related to marketing budgets and financial monitoring
- Familiarity with arts audiences in Cambridge

Education:

- Key Skill Level 2 or equivalent: good knowledge and understanding of a subject, ability to perform variety of tasks with some guidance

Other Qualities:

- Proactive and flexible approach
- Focus on delivering positive outcomes
- Willing to work occasional evenings and weekends

ROLES & RESPONSIBILITIES

- Support the marketing function for City Council delivered events across the breadth of the programme
- Create content (written and graphic) for email, website and social media while meeting a high standard of quality and accuracy
- Monitor and update relevant web platforms, creating new events, keeping information up to date, and escalating quality assurance issues
- Work closely with the Box Office, Folk Festival, and City Events teams to ensure all web platforms are fit for purpose, escalating website-related issues for resolution
- Take responsibility for the distribution of content on digital channels (website, email, social media) working closely with senior managers and events managers to ensure this aligns with sales and brand goals
- Working closely with the Box Office team, monitor sales of memberships and merchandise and support as needed
- Provide on-site marketing and communications support for large-scale events such as the Cambridge Folk Festival and the Big Weekend
- Liaise with and provide direction to external contractors such as graphic designers, under the supervision of the Marketing and Communications Manager
- Proof marketing materials, including posters and leaflets, brochures, info packs, programme books, and other materials as reasonably required
- Ensure that all financial transactions relating to allocated events, activities, and project are properly recorded, and that spending is monitored in accordance with Council procedures
- Contribute to ensuring that allocated events and activities achieve their expected goals through effective planning and monitoring against agreed targets, financial and other
- Carry out any other duties as required by your line manager from time to time in accordance with the grading of the post.

Benefits of Working for Cambridge City Council

Working for Cambridge City Council you are contributing to the vision to lead a united city, in which a dynamic economy and prosperity are combined with social justice and equality.

The vision has three main aims: to make Cambridge **fair for all**, to make it **a great place to live, learn and work**, and to **care for the planet**.

Work/ Life Friendly Policies

Family friendly policies available to eligible employees which include:

- Maternity Leave scheme (subject to eligibility criteria)
- Adoption Leave (subject to eligibility criteria)
- Paternity/ Maternity Support Leave
- Parental Leave
- Dependency Leave
- Compassionate Leave
- Flexible Working Practices
- Counselling Service for Staff
- Career Break Scheme

"The Council is committed to supporting employees by enabling a good work/ life balance where possible whilst maintaining high quality standards of service."

Smart Working

The environment in which the Council operates continues to change and we are working to provide flexible and modern working environments in order to meet the needs of our employees, service users, customers and community.

We encourage collaborative working and the efficient use of work and meeting spaces, as well as fostering a creative and transformational approach to thinking and working practices. Within this development there are opportunities for staff to work from other office locations or to work from home (dependent on the role) or other non-office locations.

In developing how people work, how work areas are used and how technology can support this; staff are able to maximise the full benefits of flexible working.

"Our customers and service users always come first but the Council offers a range of flexible working options for staff."

Holidays

You will receive 24 working days holiday per year, plus Bank Holidays.

Holiday entitlement rises to 29 days after 5 years continuous local government service.

Holiday and Bank Holiday entitlement for part-time employees is circulated on a pro-rata basis.

"The Council offers a generous annual leave allowance and if you are moving from another local government employer, your service will be counted as continuous."

Travel Benefits

The Council's Employee Travel Plan has been produced with the aim to promote sustainable ways for our staff to travel to, from and within work.

Benefits include:

- Staff bicycles available for work journeys
- Discount on rail travel
- Subsidy on public transport to work
- Bicycle Mileage
- Cycle2Work Scheme

"You can benefit from a new bicycle and safety equipment, making it easier for you to cycle to work."

Pension

The LGPS (Local Government Pension Scheme) is one of the largest public sector schemes in the UK and forms a valuable part of the Council's reward package. Employees pay contributions as a percentage of earnings (from 5.5% to 12.5% dependant on earnings level). These employee contributions are supplemented by employer contributions, currently over 17%, making the scheme a real benefit.

"The scheme is a secure, flexible and tax efficient way of making provision for your future"

Key features of the scheme include:

- **A secure pension:** the pension you build up during your employment keeps pace with your pay.
- **Flexibility:** to pay more contributions.
- **Tax-free cash:** you have the option when you draw your pension to exchange part of it for tax-free cash.
- **Peace of mind:** your family enjoys financial security, with immediate life cover and a pension for your spouse, civil partner or eligible co-habiting partner and eligible children in the event of your death in service and, if you ever become seriously ill, you could receive ill health benefits.
- **Early retirement:** you can choose to retire from age 55 and receive your benefits immediately (although they may be reduced for early payment).

There are further options available to allow employees to increase their contribution payments to boost their pension. Full details of the scheme can be found on the LGPS website www.lgpsmember.org

Health and Wellbeing

The City Council is committed to supporting the wellbeing of staff. Your physical and mental health is important to us and where we are able to; we will support you to take positive steps towards your best possible wellbeing.

As a City Council employee you can benefit from free swimming in [Cambridge's public pools](#).

There is also a programme of regular physical fitness sessions available which are run by our own sports development team.

We also provide free and confidential access to a [employee assistance programme](#) for staff that offers expert advice, specialist counselling and support. The service is available 24 hours a day, 7 days a week, 365 days a year and is accessible by telephone or online.

"Our staff are our greatest asset; it's great for them to know that there is a support service that is there for them."

Personal Development Plan

We support our staff with learning and development opportunities from the day that they join the organisation. After an induction process and mandatory training we offer a wide range of learning and development opportunities.

As part of your ongoing performance appraisal, your own development plan could include:

- Specific training for your role
- Coaching from trained colleagues
- Mentoring
- Leadership development
- Workshops and courses to meet your learning needs
- Online courses and e-learning opportunities
- Access to Corporate Learning & Development opportunities

"The Council is committed to ensuring that the learning and development for individuals reflects the needs of the Council."

Payroll Deduction Scheme

The payroll deduction scheme (established with the Eastern Savings and Loans Credit Union), is a convenient way to save as little or as much as you like through a direct deduction from your salary before it goes into the bank.

It can be an easy way to save and manage your money more effectively.

Relocation Assistance

Cambridge City Council's Relocation Assistance Scheme aims to help new employees with the expenses they may incur in moving to take up their new job.

The scheme offers a contribution to the costs of relocation of up to £8,000.

Other Benefits

A wide range of benefits and discounts are available to employees including:

- A benefits scheme which allows employees to take advantage of a number of offers on entertainment, finance, health, motoring, shopping and travel.
- Discounts at a range of cycle shops across the City.
- Other discounts and offers at various local and national businesses.

Family Friendly Policies

Generous Leave Entitlement

Contributory Pension Scheme

Employee Assistance Programme

Travel Benefits

Personal Development Plan

Pay and Conditions

The **Real Living Wage** enables a person to have a minimum acceptable standard of living with less reliance on benefits and is calculated annually according to the cost of living in the UK. With effect from November 2021 the [Real Living Wage](#) is £9.90 per hour.

Cambridge City Council pays the Living Wage to all directly employed staff, as well as to agency workers. We also commit to paying the Living Wage to all contracted staff engaged through our procurement processes. The city council has official accreditation from the Living Wage Foundation.

We are working to encourage and support other businesses in Cambridge to become accredited Living Wage employers.

In addition to the Real Living Wage, with effect from April 2018, we also pay a **Cambridge Weighting** to bring the hourly rate to a minimum equivalent to £10.00 per hour.



Salary

Each post is graded and you will be paid at a point within that grade. Appointments will generally be made at the bottom point of the band. Appointments above the bottom point of the pay band will be considered by the relevant Head of Service before an offer of employment is made.

Cambridge City Council has an annually negotiated pay and award progression through the salary scale which is based upon your individual performance within your job role. There is no automatic progression within the pay bands, progression will be determined by reference to a number of criteria including individual performance and achievement of set objectives.

The post will fall within City Pay Band 4.

The salary scale points within this pay band are: £26,446, £26,975, £27,514, £28,226, £29,174 and £30,095 per annum.

Part time posts are remunerated pro rata to hours of work.

Hours

If you are appointed to a full time post your working week will be 37 hours.

Probation Period

Appointment is subject to a six month probation period, except for new employees with continuous local government service or for City Council employees transferring to another post within the Council.

Employees whose appointment is on a fixed term basis will have a probation period proportionate to their fixed term contract length.

Car Mileage

If you use your car for travel at work you will be reimbursed at the [HMRC](#) rate, currently 45p per mile up to 10,000 miles. If you are successfully appointed you will be required to provide the necessary information to your insurance company and provide us with the required documentation to meet our policy requirements.

Learning and Development

We encourage our employees and managers to discuss progress within their job role and also longer term career progression.

The Council is committed to enabling employees to develop the skills, knowledge and competencies needed to perform their jobs and to develop their potential to meet future needs. Training can take place both 'in-house' or on external courses, seminars or development days.

In recognition of its commitment to learning and development, Cambridge City Council has achieved Investors in People (IIP) accreditation.

The Council is committed to ensuring that staff receive learning and development to enable them to work to the best of their abilities and deliver excellent levels of service.

Bicycle Mileage

If you use a motorcycle to travel around for work, you will be reimbursed at the [HMRC](#) rate, currently 24p per mile.

If you use a bicycle to travel around for work, you will be reimbursed at the HMRC rate, currently 20p per mile.

Performance Review

The annual performance review is a key part of the Council's performance management system and applies to all employees. Its purpose is to focus the whole organisation on achieving our wider purpose, vision and values.

The performance review process enables each staff member to have objectives that fit into the Council and shared services vision and values statements, the Corporate Plan and their Operational Plan objectives.

Investors in People

The City Council is an accredited Investors in People organisation having met the requirements of the Investors in People framework to the '**Developed Level**'.

Reward and Recognition

We have a Reward and Recognition scheme that works for all within our Council. This is supported by a framework designed in line with our competencies and values and is made up of three initiatives:

- Individual and Team Recognition and Reward
- Annual Award Event
- National Awards

Political Restriction

Some roles are politically restricted if they fall into the following categories:

- Head of Paid Service (Chief Executive) and the Monitoring Officer;
- Director and Deputy Directors;
- Assistants to political groups appointed under Section 9 of the Act;
- Officers exercising delegated powers and listed as required by the Local Government (Access to Information) Act 1983;
- Anyone designated by the Council as being in a politically restricted post i.e.
 1. Those giving advice to Committees/ Sub-Committees
 2. Those who speak regularly on behalf of the Council to journalists/ broadcasters.

If a post is politically restricted this will be referred to in the offer letter and contract.

Equality and Diversity

Embracing diversity, committed to equality...

The Council is committed to promoting [equality and diversity](#) in all that we do and to eradicating discrimination and disadvantage. We want to deliver quality services in a fair and equal way to all sections of the community.

We seek to ensure that our employment policies and procedures are equitable and that our workforce reflects the wider composition of the community.

Cambridge City Council aims to:

- Promote equality
- Challenge and eradicate prejudice and discrimination
- Respect, value and celebrate diversity
- Promote tolerance
- Provide responsive, sensitive and accessible services and information
- Ensure our workforce reflects the diverse population of Cambridge
- Develop a positive, supportive and anti-discriminatory working environment for all staff



We are committed to a policy of equality of opportunity in employment and aim to ensure that no job applicant or employee receives less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

Individuals are selected on the basis of their abilities and merits according to the requirements of the job.

Disability Confident Employer

The Council is committed to all people with disabilities. The Council is an accredited [Disability Confident](#) Employer. This means that we have made a commitment to assure people with disabilities that we are taking practical steps to offer them positive employment opportunities and are committed to developing the full potential of employees with a disability, on an equal basis with others.



If you meet the minimum long/ short list criteria, you will be long/ short-listed. If you are appointed to the role, we will explore jointly with you if there are reasonable adjustments which can be made to enable you to meet the requirements of the job.

Safer Spaces

'Safer Spaces' is an initiative led by [Encompass Network](#) which supports organisations with training and information so that people of all genders and sexualities can feel relaxed and protected.

Cambridge City Council has been signed up to the scheme since 2018.



Armed Forces Community

Cambridge City Council has signed up to the [Armed Forces Covenant](#) which is a public pledge demonstrating our support for the Armed Forces Community.



The Council is committed to promoting understanding and awareness and will highlight our recruitment opportunities to armed forces family members and ex-military personnel.

SAFERJobs

Cambridge City Council is partnered with SAFERjobs in order to promote good recruitment practice and raise awareness of SAFERjobs to job seekers.

To stay safe in your job search we recommend that you visit SAFERjobs, a non-profit, joint industry and law enforcement organisation working to combat job scams.

Visit the [SAFERjobs website](#) for information on common scams and to get free, expert advice for a safer job search.



Pre-Employment Checks

If you are successful following the recruitment process you will be notified verbally by the Recruiting Manager.

A conditional offer of employment will be made at this stage, subject to:

Satisfactory References

We will require two references that are satisfactory to the Council. Your references should cover your last two years of continuous employment. One of the referees should be your present or most recent employer.

We may request to take up references if you are shortlisted, although your consent will be sought before we contact any referee.

Personal references are not accepted.

Satisfactory Pre-Employment Medical Check

You will need to complete a medical questionnaire for submission to our Occupational Health Service and may be required to attend for a full examination.

Satisfactory Disclosure and Barring Service/ Basic Disclosure Certificates

A Disclosure and Barring Service (DBS) or Basic Disclosure Certificate will be required for some posts e.g. those that involve working with children, young people and adults at risk.

You will be advised if this is the case.

Identity and Immigration, Asylum & Nationality Act Documentation

You will be required to show some documentary evidence at offer stage that confirms your name, date of birth, address and national insurance number.

You will be required to supply evidence of your status to remain and work in the UK, by providing an original document(s) as specified by the Immigration, Asylum & Nationality Act 2006. Information on which documents that are acceptable will be provided to you.

Our Vision and Values

The Council has a clear vision to lead a united city, 'One Cambridge – Fair for All', in which economic dynamism and prosperity are combined with social justice and equality.

It is a vision we will share and develop, working with our citizens and partner organisations.

[Cambridge City Council's Vision Statement](#)

[Cambridge City Council's Annual Statement](#)

[Cambridge City Council's Corporate Plan](#)

We will deliver our vision by working as One Council:

Sharing prosperity with all, tackling inequality and discrimination.

Transforming services to meet the needs of residents with fewer resources.

Working with partners to pool resources and deliver services better.

Listening to our staff and engaging them in service redesign.

Involving residents in decisions.

Being open, transparent, accountable and fair.

Promoting a high quality and sustainable environment.

Improving through flexibility, listening and continuing innovation.

Competency Framework

Our competency framework is important to the Council and it is seen as a vital part of what makes us successful. The framework will help staff to work collaboratively as *'One Council'* in support of corporate objectives as well as contributing towards operational plans and policies. It will also encourage and support the way we engage and communicate with each other to ensure that the Council is providing innovative customer focused services to agreed standards.

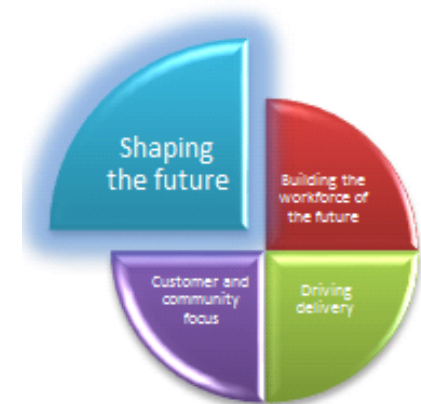
Staff Competencies

Shaping the Future

- Demonstrate a positive willingness to adopt new ways of working and to display a flexible and adaptable attitude to work.
- Seek innovative approaches to work; embrace new technology and take responsibility to improve future ways of working.
- Encourage and support change; display personal flexibility and adaptable attitude to change.
- Work collaboratively with colleagues, partners and shared services.

Building the Workforce of the Future

- Be proactive, improving own personal performance and demonstrate responsibility for own learning, development and progression.
- Take responsibility for own actions and decisions, actively seek to address issues and concerns, handling setbacks constructively.
- Communicate clearly and honestly using language in a wide variety of situations meeting the needs of the audience and demands of the situation.
- Actively participate and co-operate in team working, acknowledge and express appreciation of the views, concerns and feelings of others.



Driving Delivery

- Be aware of the Council's Vision, Corporate Plan and priorities for the future and understand how these impact on own service and role.
- Understand the commercial and financial environment in which we operate and look to make improvements to the effectiveness and efficiency of service delivery.
- Drive self and others to deliver outcomes and meet deadlines; take initiative and make things happen, to deliver the best outcome.
- Consider the use of resources, and where able, to reduce the effects on the environment and climate change.
- Deliver outcomes, meet deadlines and objectives and take initiative to make things happen.



Customer & Community Focus

- Treat internal and external customers consistently and fairly; actively taking ownership for customer satisfaction.
- Seek ways to improve accessibility and availability of services for our customers and the community, utilising new technologies where appropriate.
- Promote our values and challenge stereotypes and discrimination.



About the Council

The city of Cambridge is in the east of England, 50 miles north of London. A beautiful place to live and work, Cambridge is an historic University city and market town with high quality architecture and attractive open spaces. It is also a city of national importance, being home to a world-class university and a globally renowned hub of research, innovation and knowledge-based industries including information technology, telecommunications and life sciences.

Cambridge is at the heart of a buoyant sub-region which is an area designated for major growth in employment and housing.

The population of Cambridge is over 131,000. This is forecast to increase to 151,800 in 2031 as a result of new developments. The council is working in partnership with other local councils and partner organisations to manage the planning for 47,500 new homes in the county. This has major implications for the way that the city council delivers its services in the future.

The council is committed to supporting sustainable growth of the city in housing, jobs and community infrastructure.

We have a clear vision to lead a united city, 'One Cambridge, Fair for All', in which economic dynamism and prosperity are combined with social justice and equality. It is a vision we will share and develop, working with our citizens and partner organisations.

The City Council employs around 810 staff directly as well as delivering services through others who are based in our shared services and arm's length partnership arrangements. As an Investors in People employer, we are committed to developing and supporting our staff through effective leadership and continuous improvement that supports the Council's vision.

In addition to the traditional district council services, the City Council provides or commissions a comprehensive range of leisure and arts and community development activities. These services include: swimming pools and sports facilities, open air events in our parks and open spaces and a range of community centres.

The council's turnover is c. £155 million each year. Increasing levels of partnership working, an ongoing drive for greater efficiency and a clear focus on good customer service mean that we have developed new models for service delivery, driving change and different ways of working.

We are part of the only two tier devolution deal in the country- the Cambridgeshire and Peterborough Combined Authority oversees a devolution deal worth at least £770m. The Mayor of Cambridgeshire and Peterborough was first elected in May 2017. One of the Council's key priorities is to deliver at least 500 new council houses using a grant of £70m we negotiated as part of the devolution deal to meet affordable housing need in the city.

This devolution deal is in addition to the existing City Deal partnership for Greater Cambridge (the geography of Cambridge City and South Cambridgeshire). This agreement with Central Government promises up to £500 million worth of funding over the next 15 years.

Political Management

Cambridge City Council is composed of 14 wards, with three councillors elected in each ward making 42 city councillors in total. The current makeup of the City Council is:

- 27 Labour councillors
- 12 Liberal Democrat councillors
- 2 Green Party Councillors
- 1 Independent Councillor

[Political Management](#)

In addition to the traditional district council services, the City Council provides or commissions a comprehensive range of leisure and arts and community development activities. These include: swimming pools and sports facilities, an internationally renowned Folk Festival, a number of free open air events in our parks and open spaces and a range of community centres.

The Council is an active partner in a range of partnerships which brings significant additional benefits to the people who live, work and study in our area. The Council has a number of shared services with other councils and we aim to build on these and develop new shared services in future.

The following services are delivered in two or three way partnerships.

With [South Cambridgeshire District Council](#)
and [Huntingdonshire District Council](#):

- 3C Building Control
- 3C ICT
- 3C Legal
- Home Improvement Agency

With [South Cambridgeshire District Council](#)

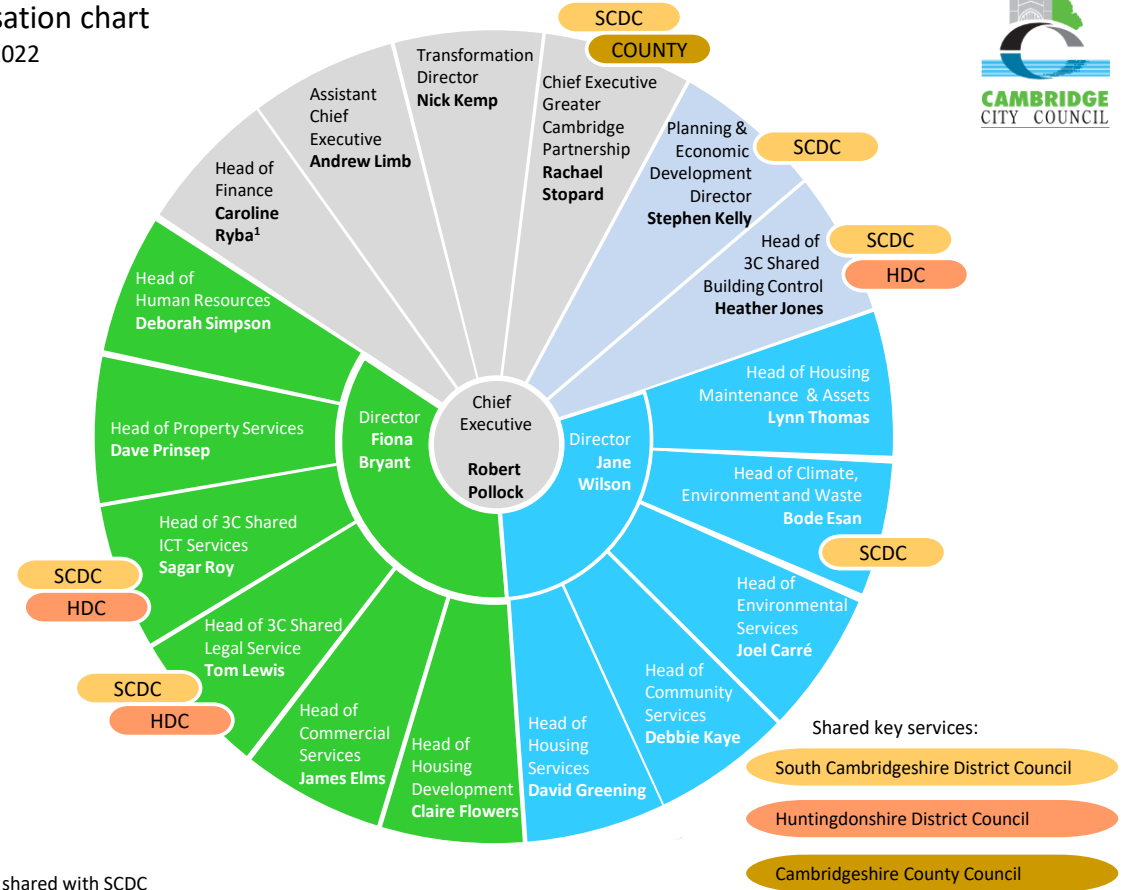
- Greater Cambridge Shared Waste Service
- Greater Cambridge Shared Internal Audit
- Greater Cambridge Planning Partnership
- Payroll

With [Huntingdonshire District Council](#)

- CCTV

The Council has a clear vision to lead a united city, 'One Cambridge – Fair for All', in which economic dynamism and prosperity are combined with social justice and equality.

Organisation chart
January 2022



[Cambridge City Council's Web Site](#)

The Recruitment Process

Advertising and Applications

All vacancies at Cambridge City Council, which are open to external applicants, will be advertised on our jobs website

www.publicsectorjobseast.co.uk

In the first instance, you will be required to submit either a completed **application form** online for a specific role via our jobs website; or where specifically stated in the advertisement or individual information pack a CV and Personal Statement via email. *(CV's and letters of application will only be accepted as a substitute for a completed application form where specifically stated).*

As part of our commitment to Equal Opportunities we want to ensure that every applicant is treated fairly and therefore, we also accept applications, CV's and Personal Statements in alternative formats such as hard copy. The Recruitment Team will be happy to discuss this with you.

The information you provide in your **application form** (or where required, in your **CV** and **Personal Statement**) is the only information that will be used in determining whether or not you will be short listed for the selection process. The **Job Description** for the role lists the main duties of the post and the **Person Specification** details the specific skills and knowledge required. You should look at these carefully and consider how you can match them in terms of your own experience, skills and knowledge.

You must tailor your application (or CV and Personal Statement) to the specific job.

Applicants with Disabilities

The Equality Act 2010 defines a disability as 'a physical or mental impairment which has a substantial and long-term adverse effect on an individual's ability to carry out normal day-to-day activities'.

This covers a wide range of impairments from mobility, sight, hearing and speech impairments to 'hidden' impairments and illnesses such as arthritis, asthma, dyslexia, epilepsy, clinical depression, mental illness, cancer and multiple sclerosis. Under the Act, the Council has an obligation to ensure that:

- 1. Disabled people receive fair treatment throughout the recruitment and selection process and in their employment with the Council;**
- 2. Adjustments are made wherever reasonable to do so to allow disabled applicants to compete to the best of their ability during the recruitment process and to assist them in their employment with the Council.**

The Council is committed to fulfilling these obligations.

If you require assistance in completing an application form or need to make your application in an alternative format, please do not hesitate to contact the Recruitment Team: recruitment@cambridge.gov.uk

If you are an applicant with a health condition or a disability you can access additional support [GOV.UK](#), [Jobcentre Plus](#) and [Remploy](#).

Declarations

If you are known to a Councillor or employee of the Council, we ask that you tell us so that we can make sure that all applications are treated fairly. Canvassing any Councillor or employee of this Council (i.e. seeking to gain an unfair advantage through personal contacts) will disqualify your application.

Personal Details and Equal Opportunities Monitoring

Cambridge City Council is committed to a policy of equal opportunities in employment as well as service provision. To ensure that our Equal Opportunities Policy is effective we ask that you complete the Equal Opportunities Monitoring form. We are committed to our workforce being representative of the community that we serve and equalities monitoring therefore enables us to examine the make-up of our applicants and recruits; we can then analyse our practices and procedures and address any inequalities and ensure compliance with legislative requirements.

The monitoring information which we collect will enable us to ensure that our procedures are as fair and accessible as possible. Data will be analysed to spot trends and remove barriers or target areas where our policies and practices can be improved to boost equal opportunity.

Shortlisting

After the closing date of the vacancy, the applications (or where specified the CVs and Supporting Statements) are read carefully to see how much each individual's knowledge, skills and experience match the requirements of the job role. Applicants who, in the opinion of the selection panel, best meet the requirements of the job are normally shortlisted for interview.

All applicants will be informed of the outcome of their application, whether or not you have been shortlisted for interview within four weeks after the closing date of the vacancy.

Interviews

At the interview, the panel will ask questions which are intended to allow you to expand on your application or CV and to demonstrate the extent to which you meet the requirements of the post. You will also have the opportunity to ask questions about the job and conditions of service.

The interview panel is made up of at least two panel members who will ask each candidate the same basic set of questions. Supplementary questions may be asked based on the answers that you provide. In addition, you may be asked specific questions which relate to areas unique to you e.g. previous work history.

All the interviewers will take notes throughout the interview. The notes will enable the interviewers to recall which candidate said what in order to determine the best candidate for the job. It also provides a method of recording the interviewer's decision in a clear and consistent way.

In addition, the Council conducts tests, written exercises, presentations or other assessments in appropriate circumstances; you may therefore also be asked to undertake such exercises as part of the selection process for this vacancy. If this is the case, you will usually be notified in the interview letter.

Fair Recruitment

The City Council puts great importance on ensuring that every stage in our recruitment process is fair and properly carried out. We have a duty to ensure that everyone is treated in a non-discriminatory way. We hope that you will feel that you have been treated fairly even if you are not appointed.

If you want to discuss why you have not been successful, please contact the recruiting manager in the first instance; who will be pleased to give you feedback.

Applicant Privacy Notice

As part of any recruitment process, Cambridge City Council collects and processes personal data relating to job applicants. We are committed to being transparent about how we collect and use that data, and in meeting our data protection obligations.

Full details can be found online [here](#).

We will not use your data for any purpose other than the recruitment exercise for which you have applied.

Completing the Application Form

Contact Details

Please ensure that you provide your contact details fully and clearly so that we can contact you easily and quickly should you be shortlisted.

Eligibility to work in the UK

Please indicate whether there are any restrictions to your residence in the UK that might affect your right to take up employment in the UK and also whether you require a work permit.

It is also essential that you provide your National Insurance Number.

Immigration Act 2016

Part 7 of the Immigration Act 2016, known as Fluency Duty, states that Cambridge City Council must ensure that officers who carry out a role in which, as a regular and intrinsic part of the role, requires the post holder to speak to members of the public must do so to a defined level of spoken English proficiency.

For roles that are affected by the Fluency Duty, the applicant's proficiency will be assessed during the interview process to ensure that they meet the proficiency requirement for the position applied for.

Safeguarding Children and Adults at Risk

We are committed to safeguarding and promoting the welfare of children, young people and adults at risk. We take this responsibility seriously and expect all staff and volunteers to share this commitment. Therefore, we ask you to declare if you have ever been the subject of a child, young person or adults at risk protection concern, allegation or investigation, even if no further action was taken.

All information disclosed will be kept confidential and will only be seen by those who need to see it as part of the recruitment process.

Educational, Technical and Professional Qualifications

We are interested in any form of education you have followed, including any course which did not lead to an examination or qualification. The information you give should include details of any technical, professional or other relevant qualifications.

We will require documentary evidence of any necessary qualifications required for the post.

Supporting Statement

This is your opportunity to 'sell' yourself to us. You should clearly demonstrate how your own knowledge, skills and experience match the requirements of the job as detailed in the person specification and job description.

Remember, if you do not tell us, we will not know; we will not make assumptions about you or your abilities or experience.

Employment History & Work Experience

Full details of present and past employment will be required. If you have already left school, college or a training programme and have not yet had a full time or permanent job, please give details of any other employment that you may have had such as work experience gained on Government training schemes, part time work, holiday work and voluntary work.

Personal Development

We are interested in any form of personal development that you have undertaken. Therefore, please include details of any relevant training courses but also other forms of learning, voluntary work or responsibilities held.

By providing and referencing relevant examples in your statement, you will be matching your experience and capabilities against the person specification and job profile.

Rehabilitation of Offenders Act, Disclosure and Barring Service & Basic Disclosures

Cambridge City Council is committed to the fair treatment of job applicants and existing staff regardless of whether someone has a criminal record.

Under the terms of the Rehabilitation of Offenders Act 1974, it is reasonable for employers to ask individuals for details of any “unspent” criminal convictions, (Cambridge City Council do ask applicants whether they have any unspent convictions on the application form). The Act states that if an offender remains free of further convictions for a specified period (the “rehabilitation period”) the conviction becomes “spent”. Under the Act, a rehabilitated person is not normally required to disclose “spent” convictions when applying for a job. Special care will be taken when dealing with evidence of convictions to ensure that “spent” convictions are identified and disregarded.

For posts that involve **working with children, young people and adults at risk**, which are exempt from the Act, all convictions, cautions, reprimands or final warnings which would appear on a DBS certificate should be disclosed, whether ‘spent’ or ‘unspent’.

For posts which require access to **Her Majesty’s Revenues and Customs (HMRC), Department of Work & Pensions (DWP)** systems and the **PSN-connected network** “unspent” convictions only should be disclosed.

Applicants are required to submit the information relating to convictions (as described above) with their application for the attention of Victoria Jameson, Recruitment Manager. Should you wish to discuss this matter or require any assistance. please contact victoria.jameson@cambridge.gov.uk. You should be reassured that this information will only be seen by those who need to see it as part of the recruitment process. If you are not shortlisted the information will be destroyed.

The Council is registered with the Disclosure & Barring Service (DBS) to carry out Criminal Record Checks and Basic Disclosures. A **DBS Criminal Records Check** is used to assess job applicant’s suitability for positions that involve working with children, young people or adults at risk; which are exempt from the Rehabilitation of Offenders Act.

A **Basic Disclosure** is used to assess job applicants’ suitability for positions that require access to Her Majesty’s Revenues and Customs (HMRC), Department of Work & Pensions (DWP) Systems and the PSN-connected network.

If there are matters revealed in a disclosure that may affect your employment with the City Council, we will discuss these with you. However, a criminal record will not necessarily prevent someone from being appointed to or employed in a post. Decisions will depend on the post and the offence(s).

Candidates will be selected on the basis of evidence of essential skills, knowledge and experience.

At the interview stage, or during a separate conversation, discussion will take place about any offences or other matters that might be relevant to the post. Please note that all shortlisted applicants for posts working with children, young people or adults at risk will be required to complete a further Declaration of Criminal Record form.

All shortlisted applicants for posts that require access to Her Majesty's Revenues and Customs (HMRC), Department of Work & Pensions (DWP) systems and the PSN-connected network, will be required to complete a further Declaration of "unspent" Criminal Record form.

Failure to reveal information that is directly relevant to the post, failure to provide satisfactory explanation or even providing false information could lead to withdrawal of an offer of employment.

If you wish to discuss any concerns or require further information on Criminal Records Checks and Basic Disclosures you can request a copy of the Disclosure and Barring Service Code of Practice and/or of the City Council's written policy on Criminal Records Checks/ Basic disclosures by contacting the Recruitment Team: recruitment@cambridge.gov.uk

Cambridge City Council complies with the Disclosure & Barring Service Code of Practice and undertakes to treat all applicants fairly and not to discriminate unfairly against any applicant on the basis of a conviction or other information revealed from the disclosure process. Having a criminal record will not necessarily bar you from working with us as it will depend on the nature of the position and the circumstances and background of the offences.

Certificate of Good Conduct

If you have lived abroad for a period of 6 months or more within the last 5 years, in addition to the basic disclosure check, a Certificate of Good Conduct will be required from the country you lived in. A Certificate of Good Conduct is a police records check from the relevant country as the Disclosure & Barring Service cannot currently access overseas criminal records or other relevant information as part of its Disclosure service.

You will be expected to obtain the Certificate yourself and will not be able to commence employment with us until both the Certificate of Good Conduct and Basic Disclosure are received and cleared by us.

You can find further guidance on how to go about obtaining a Certificate of Good Conduct from the country you lived in at <http://www.crb.gov.uk/Default.aspx?page=2243>.

How to Apply

Please review the Job Description and Person Specification documents from the role pages.

Applications submitted must be tailored to the role specifically.

To apply for a position, please visit www.publicsectorjobseast.co.uk by no later than 12 midnight on 26th May 2022

Timetable (*correct at time of publication*)

Date	Stage	Detail
4 th May 2022	Role Advertised	Application Forms can be submitted.
12 midnight on 26 th May 2022	Closing date for submission of Application Form	Application Forms are collated for shortlisting.
27 th May 2022	Shortlisting Process Commences	You will be notified of the outcome of your application after the shortlisting process is complete.
8 th or 9 th June 2022	Further Selection Process <i>(Tentative Date)</i>	Successfully shortlisted applicants will be invited to participate in the next stage of the recruitment process. In addition to a panel interview, candidates may be asked to complete an exercise, deliver a presentation or provide a work sample (<i>for example</i>). Full details and information will be provided to candidates when notified of the outcome of their application. <i>NB: Further assessment and interview dates may be subject to change; you will be kept updated if this is the case.</i>

Contact

For informal enquiries please contact James Page, Marketing and Communications Manager at james.page@cambridge.gov.uk

If you have any questions around the process or reasonable adjustments please contact recruitment@cambridge.gov.uk.