

# Applicant Recruitment Pack

*Sefton is a really great place to live and work*

## Corporate Communications & Marketing Lead



# Welcome

Hello

I'm Andrew Daniels, Corporate Communications, Engagement & Marketing Service Manager.

It's an exciting time to join our Communications team at Sefton Council, and I'm looking for a Communications and Marketing Lead to join the team.

This is a great opportunity for an experienced communications professional who enjoys working in a fast-paced environment, leading people and turning complex issues into clear, engaging communications.

You'll work across a really varied portfolio from campaigns, digital and marketing activity to media and reputation management working with colleagues and senior leaders right across the Council.

I'm looking for someone who is creative and proactive, has sound professional judgement and, importantly, enjoys working collaboratively with others.

If you're looking for your next opportunity and want to help us tell Sefton's story and connect effectively with our residents, partners and colleagues, we'd love to hear from you.

Thanks, and good luck with your application!



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## About the Borough of Sefton

Sefton is a confident and well-connected borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The borough benefits from excellent transport links, providing easy access to major Northwest cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.





## Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:

- **We put people at the heart of what we do** - ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other's views** - fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** - encouraging creativity and continuous development.
- **We are ambassadors for Sefton** - promoting the borough positively and proudly representing our communities.
- **We are responsive and efficient** - delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** - being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

## Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded Good by the Care Quality Commission (CQC), and our Children's Services also achieved a Good rating from Ofsted. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as the Cove Resort and Enterprise Arcade in Southport. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at [www.sefton.gov.uk](http://www.sefton.gov.uk)

## An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve Navajo accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.

Our family-friendly policies and flexible working arrangements help staff maintain a healthy work-life balance.

For more information, please refer to our [Equality, Diversity and Inclusion Strategy](#).

## Liverpool City Region Fair Employment Charter

Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just



workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work,



opportunities for progression, strong employee voice, and a commitment to staff wellbeing. By aligning with the Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

## About the Role

As Communications and Marketing Lead, you'll play a key role in delivering high-quality, effective communications and marketing across Sefton Council.

You'll lead and coordinate a varied portfolio of activity, including campaigns, digital communications, media and reputation management, marketing and audience engagement. Working closely with senior leaders and services across the Council, you'll provide professional advice, help shape clear and engaging communications, and identify opportunities to tell Sefton's story.

You'll also lead and develop colleagues within the team, using insight and evaluation to continually improve how we communicate with our residents, partners and workforce.

Please see **Appendix A and B** for a full copy of the Job Description and Person Specification.

## What We Can Offer You

### In return, we offer:

- A supportive and collaborative working environment.
- Opportunities for professional development and career progression.
- A role where your work makes a real difference across the organisation.
- Flexible working arrangements supporting work-life balance.
- A strong commitment to equality, diversity, and inclusion.

You will benefit from a comprehensive local government employment package which includes the following:

- Competitive salary in line with NJC Local Government Pay Scales.
- Membership of the Local Government Pension Scheme (LGPS), providing a secure, defined benefit pension with employer contributions.

### Annual Leave and Work-Life Balance

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- Generous annual leave entitlement, 28 days annual leave rising to 33 days with 5 years continuous service.
  - Additional public (bank) holidays.
  - Flexible working options to support a healthy work-life balance, subject to service needs.

### **Learning, Development and Career Progression**

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

### **Health, Wellbeing and Support**

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.
- Policies that promote physical and mental wellbeing in the workplace.

### **Family-Friendly and Inclusive Policies**

- Family friendly policies, including enhanced maternity, paternity, adoption, and special leave to support employees when they require time off work to deal with issues in their life outside of work.
- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.

### **Foster Friendly Employer Commitment**

Sefton Council is proud to be a *Foster Friendly* organisation. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities. This commitment helps ensure that carers can balance their fostering responsibilities alongside their career, and reflects our dedication to supporting children, families, and those who care for them.

### **Additional Benefits**

- Access to salary sacrifice and employee benefit schemes (where applicable).

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- Opportunities to contribute to meaningful work that supports local communities.
  - A supportive, values led organisational culture.
  - Free parking at office bases (dependent).

## Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

### 1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

### 2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.
- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses.

### 3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.

### 4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles.
- Emphasise impact - improvements, efficiencies, positive outcomes, or innovations.

### 5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

### 6. Showcase Transferable Skills

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- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.
  - Provide examples that demonstrate these effectively.

### **7. Check Your Application Carefully**

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

### **8. Submit Your Application Before the Deadline**

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

### **9. Prepare for Potential Next Steps**

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.

## **Application and Selection Information**

The closing date for this vacancy is **Wednesday 7<sup>th</sup> October 2026**.

Interviews will be held **week beginning 19<sup>th</sup> October 2026** – Face to Face (Magdalen House)

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

**Please ensure that you meet all of the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.**



## Appendix A & B – Communications & Marketing Lead

### Full Job Description & Person Specification

#### **SEFTON METROPOLITAN BOROUGH COUNCIL**

#### **JOB DESCRIPTION**

**Department:** Strategic Support

**Location:** Magdalen House, with flexibility to work Agile

**Post:** Communications and Marketing Lead

**Grade:** K

**Accountable to:** Corporate Communications Manager

**Accountable for:** Staff within Communications, Marketing, Digital and associated functions

#### **JOB PURPOSE**

The post holder will lead and manage the delivery of high-quality, effective and timely communications and marketing activity across the Council. They will support the Head of Service by overseeing day-to-day operations, managing campaigns, coordinating digital communication and ensuring consistent, accurate information is delivered to residents, partners and stakeholders.

#### **MAIN DUTIES**

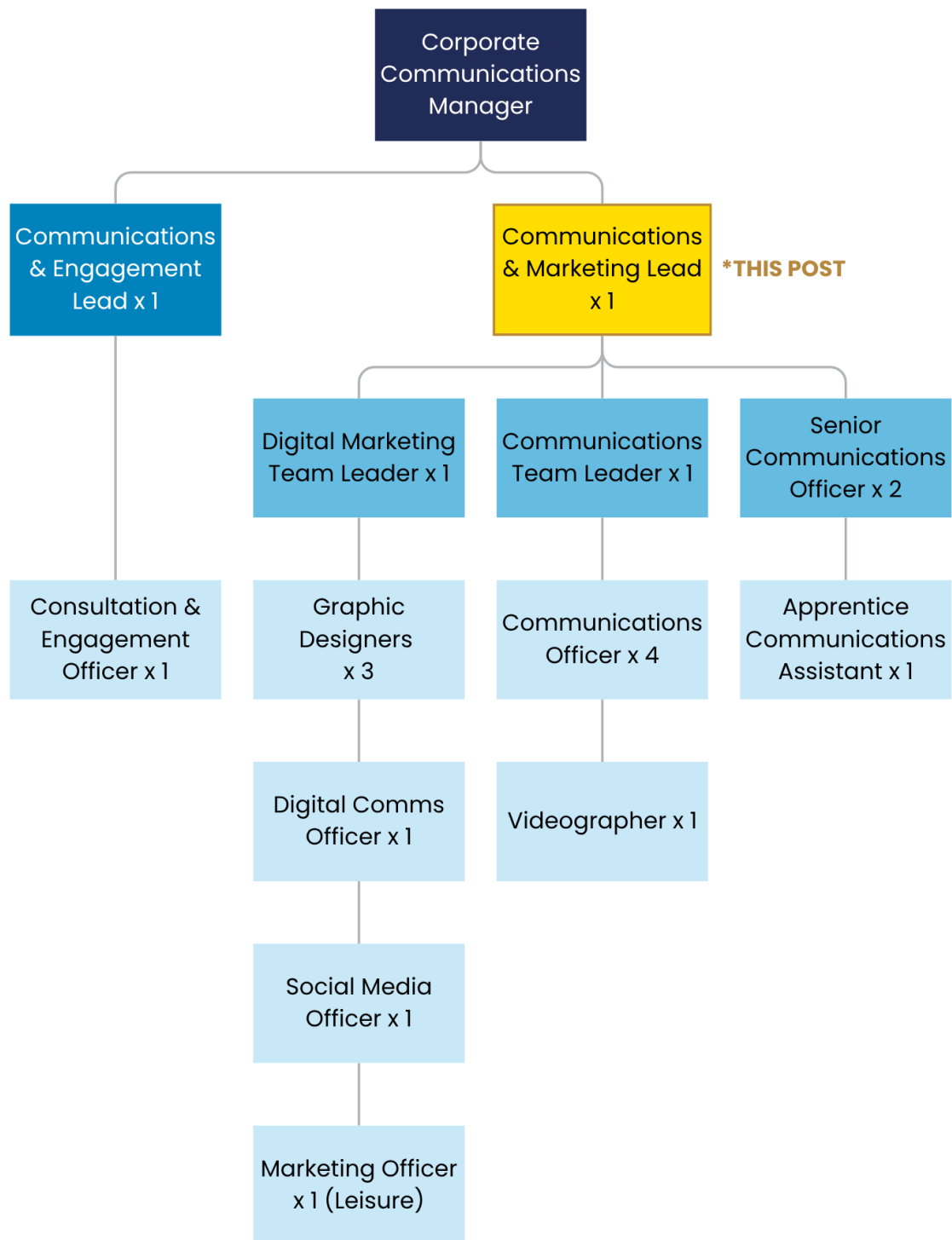
- Manage and lead on delivery of communications and marketing plans, campaigns and activities in line with the Council's Communications Strategy, corporate priorities and narrative.
- Manage emerging and reputational media issues, escalating where appropriate.
- Provide advice to services to mitigate reputational risk – challenging and advising services on communications approaches and messaging.
- Provide professional advice and support to senior officers on communication, marketing, media handling and audience engagement.
- Plan, coordinate and deliver multi-channel communications including press releases, digital content, social media, marketing materials and website updates.

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- Develop and monitor performance metrics using insight and analytics to evaluate effectiveness and drive continuous improvement.
  - Support proactive media relations, identifying opportunities for positive media coverage and managing enquiries in a timely and accurate manner.
  - Coordinate digital and brand management activities, ensuring content is high-quality, accessible and aligned with corporate branding.
  - Undertake full line management responsibility for staff within the Communications and Marketing team, ensuring strong performance management, development and a positive team culture.
  - Work collaboratively with colleagues across the Council to ensure all communications and marketing activity meets corporate standards, brand guidelines and legislative requirements.
  - Support marketing activity for Council services, identifying audiences, planning campaigns and evaluating impact.
  - Be responsible for the development of annual communication plans and help identify opportunities for efficiency, innovation and income generation.
  - Support consultation and engagement activity as part of Council programmes and policy development.
  - Maintain awareness of industry best practice, digital trends, legislative changes and opportunities for continuous improvement.
  - Manage resources, workload and designated communications and marketing budgets effectively within delegated authority.
  - Promote the Council's values and behaviours through communication practice.

### **SPECIAL CONDITIONS**

- Occasional out-of-hours work may be required to support media or emergency communications.
- Remote and flexible working expected.
- Must handle sensitive information appropriately and comply with all relevant legislation.

## ORGANISATION CHART





## **PERSON SPECIFICATION**

**Title:** Communications and Marketing Manager

### **Qualifications**

- Degree-level qualification in communications, PR, journalism or marketing (E)
- Evidence of ongoing professional development (E)
- Marketing or digital communications qualification (D)

### **Experience**

- Experience delivering communications, PR or marketing activity in a complex organisation (E)
- Experience managing or coordinating digital content, social media and websites (E)
- Experience producing high-quality written and visual content for diverse audiences (E)
- Experience managing campaigns and evaluating impact (E)
- Experience working with senior stakeholders and/or media (E)
- Experience of managing budgets (E)
- Experience supervising or mentoring staff (D)

### **Skills, Knowledge & Abilities**

- Strong written and verbal communication skills (E)
- Good understanding of media handling, digital channels, marketing and brand management (E)
- Ability to plan and prioritise a varied workload (E)
- Strong organisational and project management skills (E)
- Ability to work calmly and accurately under pressure (E)
- Ability to build effective relationships and work collaboratively (E)
- Creative and proactive approach to problem-solving (E)
- Political knowledge and understanding (E)

### **Special Requirements**

- Ability to travel across the borough (E)
- Ability to work evenings/weekends on occasion (E)

