

Pric Minute 2

Rac6 573

5 March 1990

cc J. Mills

LOCAL AUTHORITY EXTRAVAGANCE

Today's Guardian has no less than seven advertisements by local authorities for public relations people.

Copies of the advertisements are attached. They are a fairly typical haul from the Guardian's weekly 'Creative, Media and Marketing' feature. The Northamptonshire advert for a Head of Public Relations, in particular, is written in true adspeak:

"... To spearhead a new high quality public relations function ... [to] communicate our core values and build upon our image and profile with the community our customers and our staff ...

[To] generate proactive publicity ... to support our philosophy and services in an innovative and interesting way"

The basic salary for this job is up to £27,000, but substantial perks must increase the whole package to nearly £40,000.

No wonder local government's costs are spiralling!

John Mills

JOHN MILLS

IN NORTHAMPTONSHIRE WE SEE CHANGE AS OPPORTUNITY

*Compulsory
Competitive
Tendering*

*Community
Charge*

*Education
Reform Act
(1988)*

*Care in the
Community*

 Northamptonshire
Forward into the 1990's

The world in which Local Government is operating has changed and is changing rapidly. If you are aware of these developments you will know that they are impacting on the way in which Services are planned and delivered. The changing environment of Northamptonshire together with its economic prosperity also brings fresh challenges. The growth of traffic on roads, the interest of the public in 'green' issues, the pressures on land and the requirements for skilled labour are just a few of the issues facing us and which make imperative the search for creative solutions.

To face these challenges Northamptonshire County Council has recognised that management arrangements have to be fundamentally reorganised. The first step is to create a Corporate Headquarters which will focus on the strategic management of the authority, identifying priorities and policies and translating these into programmes and plans for action.

This new post will make a significant impact on the way the County Council is managed and taken forward into the 1990s.

HEAD OF PUBLIC RELATIONS — negotiable to £27,000

To spearhead a new high quality public relations function with a broad ranging brief to develop a P.R. strategy for the County Council. This will communicate our core values and build upon our image and profile with the community we serve, our customers and our staff.

Supporting the Directors of our operational services in their public relations responsibilities and contacts with the media, you will generate proactive publicity, and develop a range of publicity to support our philosophy and services in an innovative and interesting way.

Ideally you will have at least five years' public relations and/or journalism experience, with the ability to work creatively and articulately under pressure. Excellent organisational and communication skills are essential. Experience in Local Government is not necessary although an interest in its work is.

We offer * Competitive salary * Subsidised Lease Car * Contributory Pension Scheme * Company Health Scheme * Relocation Assistance.

Informal enquiries are welcome. Contact Jeffrey Greenwell, Chief Executive on (0604) 236050.

To receive an Information pack, and application form write to Mrs. Helen Walker, Director of Personnel (Designate), County Hall, George Row, Northampton NN1 1DN or telephone (0604) 236593 (24 hour ansaphone service).

Closing date 23rd March 1990.

We welcome applications regardless of marital status, sex, race or disability.

Can You Improve Walsall's Business Links

We have expanded our Economic Development Unit to meet the Challenges and Opportunities of the 1990's. With 20 professional staff and substantial budgets to manage, the Council is determined to make a significant impact on reducing unemployment.

Our main priorities are to create jobs for local people by helping local businesses to develop and expand, and assisting disadvantaged groups to find employment through retraining and other measures.

A pro-active business assistance strategy is soon to be adopted. In addition to property advice, financial packages and help with technology and training the Council also wishes to complement these by offering marketing advice. Building on the successful Black Country 'Meet the Buyer' initiative we aim to help local businesses improve their marketing strategies and prepare for the single European Market.

We are therefore looking for a dynamic marketing 'professional' to help us develop and implement our ambitious plans.

MARKETING DEVELOPMENT OFFICER

Ref: CE.175

Up to £16,743 p.a.

+ essential user car allowance and car loan facilities

Your Brief:-

To develop a strategy to improve the marketing skills of local companies and to provide them with a Marketing Advice Service through Training Seminars and Workshops, Events and Business Exhibitions and establishing Market Co-operatives.

Our Requirements:-

- Diploma in Marketing or equivalent
- Several years relevant experience advising on or preparing marketing strategies.

Walsall Can Offer:-

A go ahead Metropolitan Authority centrally situated in the West Midlands within easy reach of beautiful open Countryside. Housing is competitively priced and education shopping and leisure facilities are well catered for.

Interested? Telephone for an Information Pack Today!

Last date for the receipt of completed applications: 23rd March, 1990.

Application forms and further details from: (C.V.'s will not be accepted) Personnel Dept., P.M.S.U., Civic Centre, Darwall Street, Walsall WS1 1TP, quoting job title and reference number. Tel: Walsall (0922) 653202/653224 (24-hour Answering Service, two lines). We also operate a Minicom Service for deaf people during office hours on (0922) 653259/653531.

WALSALL MBC
working towards equal opportunities

A major centre of industry and commerce, Bolton nestles in the foothills of the West Pennine moors yet is close to Manchester Airport and at the heart of the country's motorway and rail networks

Bolton is a thriving shopping and entertainment centre with magnificent buildings and a warm heart. Bolton Metro believes in working closely with the public and private sectors to benefit the whole community



BOLTON
METRO

In 3 years' time Bolton will be the leading new tourism destination in the North of England

A challenging senior role within this forward looking Metropolitan Authority.

We need an outstanding

TOURISM AND MARKETING OFFICER

£16,260/£18,225

Could you be the person to make it happen?

It's taken £200 million of investment and a lot of community pride to make Bolton Town Centre one of the best in the North. Now Bolton is playing a leading part in the North West Olympic Bid and creating new initiatives in leisure, heritage and culture.

Reporting to the Deputy Director of Leisure Services, you will lead the Tourism and Marketing Section. You will be responsible for implementing an ambitious Tourism Strategy and developing marketing for the Department.

You should be well qualified with a record of success in tourism or marketing for the public, private or voluntary sector. As well as excellent communication skills you will need an understanding of market research.

Most of all you will need the dedication and commitment to give the Borough the image it deserves and act as a catalyst for private sector developments.

For informal discussion please contact the Deputy Director, Mr. Stephen Godsall on Bolton (0204) 22311 Ext. 4160.

APPLICATION FORMS, to be returned by 16th March and further details, are available from the Personnel Officer, Central Personnel Services, Town Hall, Bolton BL1 1RU (Tel: Bolton 391632 - direct line 24 hour answering service). Occupational Pension Scheme available.

Registered Disabled Persons are invited to apply. Trade Union Membership is a condition of service.

An Equal Opportunity Employer.

LONDON BOROUGH OF MERTON EDUCATION & RECREATION DEPARTMENT

PUBLIC RELATIONS/ MARKETING OFFICER

(Part-Time) (Fixed term contract for one year)

Wimbledon School of Art

Senior Lecturer Scale commencing at £16,746 pa
Incl (pro rata)

Wimbledon School of Art is a small specialist Art School with a considerable national and international reputation.

We hope to appoint someone to this post by 1st May 1990, or as soon as possible thereafter. You will be required to develop and expand the capacity of the School to raise additional income. We are seeking an energetic person, with all round organising abilities, who has a feel for the Arts and can project the work of the School in a manner which is consistent with its traditions and aspirations.

The post is for 17½ hours per week, and the precise spread of the working commitment will be agreed with the successful applicant. The reason for the post being fixed-term is that funding has been made available for one year commencing from the date of employment.

Further details from the Registrar, Wimbledon School of Art, Merton Hall Road, London SW19 3QA, to whom completed applications should be sent by 23rd March 1990. Please quote reference F137.

LONDON BOROUGH OF
merton

Merton is an Equal Opportunity Employer.
All applications will be considered on their merits.



Public Relations Officer

Starting salary negotiable in range

£19,500 - £23,600

PROGRESS THROUGH PERFORMANCE

Potential for lump sum bonuses above grade maximum

The High Speed Rail Link to the Channel Tunnel is an important development for Britain and the British public as a whole.

At Kent County Council we are looking for someone to strengthen our PR Unit and take a leading role in keeping the public informed of our position and activities on this major project.

This highly visible challenge demands a professional communicator with the energy, stature and skills to handle all PR matters. The spectrum of work will extend from originating press and publicity material to communicating directly with key opinion formers.

The salary offered fully reflects the importance we attach to this appointment and the hopes pinned on your success. The contract also offers a disturbance allowance of up to £5,000, a mortgage assistance scheme, lease car and 27 days annual leave.

Application form and further details available from Karen Hegarty, Chief Executive's Department, County Hall, Maidstone, Kent. ME14 1XQ. Telephone Maidstone (0622) 694007. Closing date is the 23rd March. (01062)

Kent County Council is an equal opportunity employer.



CHIEF EXECUTIVE

Cheltenham Borough Council Press and Publicity Assistant

Salary up to £10,023 per annum

Cheltenham Festivals and Entertainments require a person with experience in the marketing of entertainments and the performing arts to undertake the press relations and publicity of events promoted by the Department of Tourism, Festivals and Entertainments, including the International Festival of Music and the Festival of Literature.

Typing ability is essential, car ownership advantageous. Relocation costs up to \$5,000 plus full removal expenses and lodging allowances are payable.

Details and application form from:

The Director of Tourism, Festivals and Entertainments
Town Hall, Cheltenham, Glos GL50 1QA.
Telephone: (0242) 521621.

Completed applications are to be returned by March 19, 1990.

Marketing Officer

Kirklees

Metropolitan

Council is ...

... the seventh largest metropolitan authority in the country with a population of 380,000 and a workforce of almost 20,000. The authority is currently carrying out a radical re-structuring of its management systems with the aims of taking the council closer to its communities, making it more responsive to the needs of its residents, and adaptable to meet the challenges and demands facing local government in the 1990s.

We need a Marketing Officer to join our Public Relations team to assist in developing proactive information, communications and marketing strategies for the authority and its services as a whole, and helping individual departments in all aspects of promotion and marketing of their services and initiatives.

Educated to degree level, or equivalent, the successful applicant will have considerable experience in marketing, preferably with a local authority or public body. Enthusiasm, self-motivation, and a knowledge of the current issues facing local government are essential requirements, together with analytical and research skills. If you think you have the qualities to take on this rewarding and demanding role and would like an informal discussion about the post call David Bagley on 0484-422133, extension 2011.

Further written details and an application form are available from the Common Services Section, Kirklees House, Market Street, Huddersfield HD1 2TG.

Telephone: 0484-422133, extension 2279, quoting post No. 300102.

The closing date for applications is March 23rd, 1990.

KIRKLEES - STRIVING TO ACHIEVE
EQUAL OPPORTUNITIES



Kirklees
Metropolitan
Council