

**CHIEF EXECUTIVE'S OFFICE**  
**REPORT OF THE HEAD OF CORPORATE STRATEGY AND**  
**DEMOCRATIC SERVICES – K.JONES**

**12<sup>TH</sup> October 2015**

**SECTION A – MATTERS FOR DECISION**

**CORPORATE STRATEGY AND DEMOCRATIC SERVICES IN PARTNERSHIP  
WITH SWANSEA BAY CITY REGION –  
CREATION OF A FULL TIME, FIXED TERM MARKETING OFFICER POST  
(JE ID 3575)**

Purpose of Report

The purpose of this report is for Members to approve the creation of a Marketing Officer post full time, fixed term contract (until 31<sup>st</sup> March 2017) for the Swansea Bay City Region. This new post, if approved will report to Neath Port Talbot's Strategic Communications and Marketing Adviser, Communication and Digital Services Team based in the Chief Executives Directorate.

Background

The Swansea Bay City Region encompasses the Local Authority areas of Pembrokeshire, Carmarthenshire, City and County of Swansea and Neath Port Talbot and is run by a Board made up of representatives of the public and private sectors.

The Swansea Bay City Region was established in 2013 – the first of its kind in Wales. It brings together public and private sector organisations to deliver a Regional Strategy and Action Plan designed to improve the prospects of our communities, businesses and the regional economy.

City Regions offer a new approach to economic regeneration through:

- Larger and more efficient labour markets and therefore better prospects for job creation;
- Scope for better planning of housing, transport, support for business and other services beyond existing administrative boundaries;
- Better prospects for attracting investment, innovation and value added economic activity

The post holder will work with the regional marketing and communications officers to promote the Swansea Bay City Region to attract business and investment.

The post will be advertised externally to staff the City Region Partner Organisations i.e. Pembrokeshire, Carmarthenshire, Swansea and Neath Port Talbot Councils and to Swansea University and University of Wales Trinity Saint David.

### Proposal

It is proposed to create the post as a fixed term contract to 31<sup>st</sup> March 2017 within the Swansea Bay City Region Marketing Team, reporting to Neath Port Talbot's Strategic Communications and Marketing Adviser for the duration of the post. The post has been graded at Grade 8 under the Council's Job Evaluation Scheme (JEID 3575).

### Financial Appraisal

The post is funded 60% by Welsh Government. This is match funded by the existing Swansea Bay City Region partnership fund to which each of the four local authorities including Neath Port Talbot contribute.

### Recommendation

It is RECOMMENDED that Members APPROVE the creation of a full time Marketing Officer post at Grade 8 within the Swansea Bay City Region to support its promotion and to attract business and investment. The post will report to Neath Port Talbot's Strategic Communications and Marketing Adviser, Communications and Digital Services Team within the Chief Executives Directorate and will be a fixed term contract opportunity for a period to 31st March 2017.

### Officer Reporting

Mrs Karen Jones, Head of Corporate Strategy and Democratic Services  
Email: k.jones3@npt.gov.uk or Tel: 01639 763284.