

Response to Request for Information

Reference FOI 000560
Date 28 October 2016

Marketing

Request:

Under the Freedom of Information Act I would be interested in attaining the following:

- In the last financial year, how much revenue was spent on temporary, interim or contract staff in communications, marketing or digital positions?
There was nil spend within the Corporate Communications Team, a team that covers corporate communications, marketing and digital media.
- Do you have a recruitment procurement process and current contract for temporary, interim or contract staff within these areas?
Yoo Recruit is a recruitment agency wholly owned by City of Wolverhampton Council. Such requests are directed to Yoo Recruit in the first instance. Should Yoo Recruit be unable to fulfil the requirements for the role, recruiting managers can then be signposted to access a number of alternative recruitment agencies via a second tier Agency Gateway.
- In the last financial year, how much revenue was spent on temporary, interim or contract staff in communications, marketing or digital positions for 'off contract' recruitment suppliers
There was nil spend within the Corporate Communications Team, a team that covers corporate communications, marketing and digital media.
- What is the age demographic within the marketing department?
City of Wolverhampton Council does not have a marketing department. It does, however, have a dedicated Corporate Communications Team. The age demographic of this team is as follows:
20 – 29 2 employees
30 – 39 5 employees
40 – 49 4 employees
50+ 1 employee
- How many full or part time permanent people do you have in your marketing department?
City of Wolverhampton Council does not have a marketing department. It does, however, have a dedicated Corporate Communications Team. Of the 12 employees within this team, all have permanent, full time contracts of employment.