

Kent County Council

Job Description: Communications Officer

Directorate:	Deputy Chief Executive's Department
Division:	Marketing and Resident Experience (MRX)
Grade:	KR10
Responsible to:	MRX Communications Partner (GET & CYPE)

Purpose of the Job

To promote, manage and protect the reputation of the County Council through both proactive and reactive public relations and communications, creating a better understanding and awareness of the work of the Council through strong stories and compelling content. Contribute to MRX's integrated communications and marketing activity that supports KCC's strategic priorities by leading and advising on ongoing media management and crisis communications.

The role will require effective working relationships to be built with Cabinet Members, specialist service colleagues (both within KCC and with partner organisations) and the media to identify opportunities to promote services and activities through multiple channels including local and national media and owned social media and newsletter channels.

Main duties and responsibilities

1. Promote, manage and protect the reputation of the County Council through both proactive and reactive public relations, that adhere to the Code of Practice on Local Authority Publicity.
2. Establish, build and maintain relationships with local and national media, influencers, spokespeople, and appropriate PR networks to identify proactive media and communications opportunities that promote the profile of Kent County Council.
3. Produce content for use across multiple channels in collaboration with specialist service colleagues and others in MRX that ensures consistent messaging and branding and delivers an integrated approach to campaign and marketing activity.
4. Produce, edit and publish films that engage target audiences and reflect the Council's strategies and policies.
5. Review and evaluate public relations and media activity to inform future strategies and work towards a culture of continuous improvement.
6. Support a 24-hour communications support service, being on call when required to deal with urgent enquiries and crisis management out-of-hours.
7. Support Emergency Planning and out-of-hours cover for KCC and other agencies, gaining a shared understanding of the multi-agency framework for

emergency response and recovery at local level and the roles and responsibilities of individual organisations.

8. Support the development and maintenance of, and the activation of the MRX business continuity and disaster recovery plan.

This job description is provided to assist the job holder to know what his/her main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

Kent County Council

Person Specification: Communications Officer

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

	Criteria
Qualifications	<ul style="list-style-type: none"> Professional qualification in an appropriate or measurable successful experience in a similar role.
Experience	<ul style="list-style-type: none"> Experience in working in a press office or newsroom, producing a range of content from media releases, news articles and features, videos and social media content. Proven track record of understanding how the media works and working in a highly politicized, complex environment and under tight time pressures. Experience in delivering multi-channel campaigns and marketing communications (including digital)
Skills and Abilities	<ul style="list-style-type: none"> Outstanding creative written skills and an eye for detail. High quality creative ideas, using a range of channels to get the message to the target audience. A detailed understanding of using different communications channels to deliver activity, including print, broadcast, digital and social media. Understanding of the media and how to 'sell in' a story. Good research and evaluation skills and experience of working in a political environment. High level communication skills, with the accent on diplomacy, discretion and sensitivity to political nuances. Able to build effective relationships with key players.
Knowledge	<ul style="list-style-type: none"> Knowledge of media relations and Code of Local Authority Publicity. Knowledge of content creation and publishing tools/systems. Good working knowledge of Microsoft Office 365.
Behaviours and Kent Values:	<p>Kent Values:</p> <ul style="list-style-type: none"> We are brave. We do the right thing, we accept and offer challenge We are curious to innovate and improve We are compassionate, understanding and respectful to all We are strong together by sharing knowledge We are all responsible for the difference we make <p>Our values enable us to build a culture that is:</p> <ul style="list-style-type: none"> Flexible/agile - willing to take (calculated) risks and want

	<p>people that are flexible and agile</p> <ul style="list-style-type: none">• Curious - constantly learning and evolving• Compassionate and Inclusive - compassionate, understanding and respectful to all• Working Together - building and delivering for the best interests of Kent• Empowering - Our people take accountability for their decisions and actions• Externally Focused - Residents, families and communities at the heart of decision-making.
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