

Directorate: Growth, Environment and Transport

Unit/Section: Kent Country Parks

Grade: KR8

Responsible to: Head of Kent Country Parks and Countryside Partnerships

Purpose of the Job:

Review the current communications and engagement plans for Kent Country Parks. Design and deliver a new marketing and engagement action plan including taking responsibility for the specific marketing campaigns and projects. Support the Country Parks Management Team with the development of a post covid income recovery plan.

Main duties and responsibilities:

1. Work in a proactive and positive way to promote the Council and its Country Parks portfolio.
2. Review the Comms Plans and associated marketing plans for Country Parks. Update, refresh and renew the plans to create a coordinated and comprehensive Communications & Engagement Action Plan for 2022/23. Ensure team buy in to the new plan.
3. Source and or provide training and upskilling to the key staff in the Country Parks team to enable delivery of outcomes as identified in the Action Plan.
4. Ensure the Parks Communications and Engagement Action Plan is in line with stakeholder communication needs and local and national campaigns to support the delivery of key business objectives.
5. Support the Country Parks Management Team in their post covid recovery plan through development of the Action Plan and associated outcomes.
6. Develop literature and promotional material with key staff to market Country Parks and its services and ensure that it is distributed effectively to targeted audiences, including those hard to reach or vulnerable.
7. Utilise appropriate and available communications channels to ensure key messages reach target audiences at agreed intervals, in line with corporate guidelines.
8. Ensure records of images for use in communications are used in accordance with the departmental procedure and GDPR requirements.
9. Build and maintain positive relationships with customers, colleagues, partners and external agencies.
10. Attend events or meetings to raise awareness of and promote the Country Parks services with communities and stakeholders. For example, Chamber of Commerce.
11. Produce internal communications and briefings to deliver key messages.

12. Ensure that the Council's corporate style as well as the Country Parks branding, and local logos are used consistently when producing marketing material.
13. Ensure that the content of the Council's website is accurate and up to date. Make recommendations on how content could be improved in line with Council policies
14. Carry out any other duties that are within the scope and grading of the post which could also be requested the Head of Service.

Duties may include attendance at evening meetings and/or work on weekends.

Footnote: 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.

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
SKILLS AND ABILITIES	<ul style="list-style-type: none"> ▪ An ability to work within a team as well as on own initiative ▪ Good level of computer skills including the ability to use social media platforms ▪ Organised and efficient ▪ Good communication and interpersonal skills as well as a flexible approach ▪ Good written communication skills are particularly important ▪ Accuracy ▪ Excellent customer understanding
KNOWLEDGE	<ul style="list-style-type: none"> ▪ An understanding of Country Park's, their customers and the service they provide. ▪ Experience in communication and engagement ▪ Experience in marketing products and service ▪ Proven project management
BEHAVIOURS AND KENT VALUES	<p>Customer Orientation</p> <ul style="list-style-type: none"> ▪ Understands the customer, their needs and motivations <p>“Can-Do” Approach</p> <ul style="list-style-type: none"> ▪ Adopts a positive ‘can do’ attitude to problems, able to use initiative and think creatively <p>Communication and Customer Care</p> <ul style="list-style-type: none"> ▪ Excellent communications skills and customer awareness, internal and external <p>Teamwork and cooperation</p> <ul style="list-style-type: none"> ▪ Able to work as part of a wider team and contribute to the outcomes of that team ▪ Able to coordinate and inspire teams <p>Respect for Others</p> <ul style="list-style-type: none"> ▪ Treats everyone with dignity and respect <p>Initiative</p> <ul style="list-style-type: none"> ▪ Uses initiative to achieve goals and deliver quality outcomes <p>Continuous Improvement</p> <ul style="list-style-type: none"> ▪ Stays focused on tasks and understands why achievement is important ▪ Seeks continuous improvement within work outcomes <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