

Directorate: Growth, Environment and Transport

Unit/Section: Growth and Communities

Grade: KR8

Responsible to: Active Partnership Manager

Purpose of the Job:

To work alongside colleagues and partners to engage stakeholders and communities with our vision to get 'more people, more active, more often'. The role will be responsible for delivering the digital marketing and communication aspects of Active Kent & Medway's operational and marketing plans, in support of the countywide strategy for sport and physical activity, [Move Together](#) and our flagship behaviour change campaign [Everyday Active](#). Creating copy and content to help us to better engage with target audiences and champion the benefits of (sport) and physical activity.

Main duties and responsibilities:

1. Support the Marketing and Campaigns Officer with the development and implementation of the marketing and communications plan for the Active Partnership in support of the county strategy for sport and physical activity, Move Together and Active Kent & Medway's Operational Plan.
2. Deliver and support others to deliver our marketing and communications function across multiple channels including:
 - a. the Active Partnership's digital platforms, ensuring we deliver engaging and up to date content and campaigns, relevant to the communities, groups and partners we seek to reach.
 - b. Supporting targeted communications through internal and external newsletters, websites and other mechanisms that support specific areas of work, general advocacy, reach and behaviour change.
 - c. Writing press releases and articles, developing relationships with local media to raise awareness of Active Kent & Medway's and partners' opportunities.
 - d. Designing content for targeted campaigns using online graphic design tool.
3. Plan, create and co-ordinate an engaging social media content schedule across all relevant social media platforms for Active Kent & Medway and Everyday Active, to include Facebook, X, LinkedIn and Instagram.
4. Stay up to date with digital marketing trends, tools, and best practices and use the appropriate social media analytics to report on performance and opportunities for enhanced engagement and development.
5. Co-ordinate the development, collation and sharing of content including photography, videos, case studies, audio, quotes and other key messaging that supports Active Kent & Medway's storytelling, reach and engagement.

6. Represent Active Kent & Medway at relevant meetings to develop relationships with partners and stakeholders.
7. Contribute to the teams overall work on insight, workforce development, equalities, safeguarding and continuous improvement in line with the Active Kent & Medway operational plan and targets.

Footnote: This job description is provided to assist the job holder to know what their 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
Qualifications	Good overall education level and a recognised qualification at degree level or equivalent.
Experience	<p>A successful track record in professional digital marketing and communications, including planning and delivery across multiple channels, content development, social media, campaigns, PR & media liaison.</p> <p>Experience of writing/ content creation for digital and offline platforms.</p> <p>Experience of using insight and social media analytics to inform targeted communications and understand impact of campaigns.</p> <p>High quality copywriting and written communication skills, with ability to tailor style and tone to different audiences</p> <p>Strong administrative skills with accuracy and attention to detail</p> <p>Working knowledge of GDPR</p>
Skills & Abilities	<p>Strong communication skills with the ability to communicate clearly and concisely to engage and motivate others across multiple channels.</p> <p>Strong interpersonal skills with ability to work on own initiative and as part of a team.</p> <p>Strong organisational skills with ability to work on a variety of projects/campaigns at the same time, assess priorities and work to strict deadlines.</p>
Knowledge	<p>Knowledge of a broad range of digital marketing and communication methods and tools and the application of them.</p> <p>Knowledge of Sport England's Strategy Uniting the Movement or similar behaviour change strategies and campaigns.</p> <p>Awareness of the County Strategy for Sport and Physical Activity. Move Together.</p>

<p>VALUES AND CULTURAL ATTRIBUTES</p>	<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> <p>Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile</p> <p>Curious - constantly learning and evolving</p> <p>Compassionate and Inclusive - compassionate, understanding and respectful to all</p> <p>Working Together - building and delivering for the best interests of Kent</p> <p>Empowering - Our people take accountability for their decisions and actions</p> <p>Externally Focused - Residents, families and communities at the heart of decision making</p>
--	--