

Kent County Council

Job Description: Communications Officer, Kent and Medway Resilience Forum

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| Directorate: | DCED |
| Unit/Section: | Marketing and Resident Experience (MRX) |
| Grade: | KR10 |
| Responsible to: | Corporate Communications Manager |

Purpose of the Job:

To support the Kent and Medway Resilience Forum (KMRF) in reaching the public and communicating information that will keep people safe in times of crises. The successful candidate will take responsibility for leading on communications strategies and stakeholder engagement, both in planning and response.

The KMRF is a multi-agency partnership made up of representatives from local public services, including the Emergency Services, Local Authorities, the NHS and Central Government departments. You will be working within a wider multi-disciplined communications team, with lots of opportunity for development and cross-working on a range of KMRF and Kent County Council communications.

Main duties and responsibilities:

- Develop strong relationships with partner communications leads and other stakeholders to support the development of warning and informing communications.
- Lead on KMRF communications strategies.
- Be part of an out-of-hours on-call service on a rota basis during response in an emergency (an additional allowance is provided)
- Centrally manage communications plans and toolkits to be used in the event of a major incident
- Develop and review communications procedures and protocols and ensure distribution lists and templates are up to date.
- Support on the development and distribution of materials and messages to support public resilience
- Keep the KMRF Delivery Board up to date on communications activity and forward planning

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.

Kent County Council
Person Specification: Communications Officer, Kent and Medway
Resilience Forum

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 |
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| QUALIFICATIONS | Relevant degree, NCTJ qualification or equivalent experience in a communications role |
| EXPERIENCE | <p>Experience in developing and implementing communications campaigns.</p> <p>Experience in crisis communications and stakeholder management.</p> <p>Experience in producing a range of content from media releases, news articles and features, videos and social media content.</p> <p>Proven track record of understanding how the media works and working in a highly politicized, complex environment and under tight time pressures.</p> <p>Experience in delivering multi-channel campaigns and marketing communications (including digital).</p> |
| SKILLS AND ABILITIES | <p>Outstanding creative written skills and an eye for detail.</p> <p>High quality creative ideas, using a range of channels to get the message to the target audience.</p> <p>A detailed understanding of using different communications channels to deliver activity, including print, broadcast, digital and social media.</p> <p>Good research and evaluation skills.</p> <p>High level communication skills, with the accent on diplomacy, discretion and sensitivity to political nuances.</p> <p>Able to build effective relationships with stakeholders.</p> <p>Excellent spoken and written English and able to turn complex information into easy-to-understand and engaging content,</p> <p>The ability to create and publish a range of content – media releases, statements, videos, articles, features and social media posts – that align with the KMRF's brand and values.</p> |

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| <p>KNOWLEDGE</p> | <p>Knowledge of crisis communications and comms strategy development.</p> <p>Knowledge of media relations and Code of Local Authority Publicity.</p> <p>Knowledge of content creation and publishing tools/systems.</p> <p>Good working knowledge of Microsoft Office 365.</p> |
| <p>KENT 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> <p>(If this document is being used for recruitment purposes, examples of Behaviours which support the Kent Values will need to be demonstrated within the context of this post)</p> |