

## Kent County Council

### Job Description: Communications Manager

---

<b>Directorate</b>	<b>Deputy Chief Executive's Department</b>
<b>Unit/Section</b>	<b>Marketing and Resident Experience Team</b>
<b>Grade</b>	<b>KR12</b>
<b>Responsible to</b>	<b>Marketing &amp; Resident Experience Partner (GET and CYPE)</b>

#### **Job Purpose**

To lead and manage the delivery of a wide range of communications, marketing and customer experience projects for GET (Growth, Environment and Transport) and CYPE (Children, Young people and Education) directorates that are focused on meeting audience and business needs, enhancing resident experiences and creating a positive impact. To build and manage relationships with a range of stakeholders; co-ordinate activities and plans across different teams and provide expertise, advice, guidance and support to tackle a broad range of communications issues.

#### **Accountabilities**

1. As directed by the MRX Partner, manage a portfolio of issue and servicebased communications and marketing programmes and projects, ensuring they are delivered to agreed expectations (including timelines and budget), are audience-focused, high quality and comply with relevant standards, branding guidelines and regulatory requirements.
2. Lead the planning and prioritisation of work for directorate programmes and projects, in collaboration with colleagues in the Marketing and Resident Experience team.
3. Act as a key liaison and escalation point between directorate colleagues, partner organisations and the Marketing and Resident Experience Team, providing strategic advice and support to GET and CYPE teams on a wide range of communications, PR, marketing and resident experience issues and projects.
4. Use research and insight to create compelling communication and marketing plans, core campaign narratives and briefs and co-ordinate the resources needed across the Marketing and Resident Experience team to deliver projects on time and on budget.
5. Devise, develop and deliver a portfolio of communications plans and content and PR calendars to make sure the council is communicating relevant news, information, advice and guidance to the right audiences, on the right channels at the right time.

6. Brief in communications, PR, marketing and resident experience requests to MRX colleagues and support the production and approval of a wide range of content, and its publication on key KCC communication channels, including scheduling social media content.
7. Manage the review and evaluation of marketing and resident experience projects, reporting on impact and sharing best practice among colleagues to inform future projects.
8. Provide support to other members of the Marketing and Resident Experience team, including matrix management when required.

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.

## **Organisational Responsibilities**

All corporate directors, directors and senior managers have an explicit responsibility to deliver the collective agenda of the Council. These are fundamental elements of their role not an addition and are summarised as follows:

### **Whole Council**

- Seek to improve the lives of all residents in Kent and economy of Kent
- Act as corporate parent to the Council's looked after children
- Take an active role in promoting and ensuring the Council's responsibilities for safeguarding are met.
- Understand, communicate and contribute to the delivery of KCC's strategic aims
- Meet statutory obligations and promote and ensure compliance with policies and procedures and the Council's Code of Conduct (Kent Code).
- Advise elected members and support the democratic process
- Promote the Council brand and enhance the overall reputation of the Council
- Understand and monitor the measures of performance, including customer insight, which define successful outcomes for KCC services
- Maintain and ensure a relentless focus on the customer
- Act to support the Council-wide need to deliver services within budget, thereby avoiding an overspend that could damage the financial viability of the Council
- Overcome professional and service silos to achieve the County Council's objectives.

### **Integration of Services**

- Focus resources where they have the biggest impact
- Deliver services that are flexible and adaptable
- Integrate services within KCC and work with partner agencies to ensure a seamless customer experience
- Fully and inclusively engage all staff in the delivery of services, demonstrating the Council's leadership values and competencies.

### **Embedding Commissioning and Engaging relevant markets**

- Establish an outcome focused organisation
- Meet the financial regulations and standing orders of KCC
- Challenge the status quo and engage with the market to constantly improve
- Ensure all services are delivered effectively and efficiently
- Proactively and continuously seek to improve service delivery

- Proactively manage risk to avoid inertia whilst not exposing the Council to needless and avoidable challenge or loss

### **Managing Change**

- Understand and support the Authority's overall change agenda
- Deliver required outcomes of service specific change on time and to budget
- Understand the quality of staff, support their development, nurture those with talent
- Identify the skills for the future and the level of staff through robust workforce planning
- Identify and deal with underperformance.
- Deliver to agreed budget and income targets.

## Kent County Council

### Person Specification: Communications Manager

---

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
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Professional / degree level qualification in an appropriate field or demonstrable experience (at least 5 years) in a similar role.</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• Extensive experience in planning, prioritising, managing, delivering and evaluating marketing, communications and customer experience projects.</li><li>• Experience of managing, tackling and resolving reputational or customer experience issues.</li><li>• Extensive experience in developing core campaign narratives and writing and producing compelling content for a range of channels and audiences.</li><li>• Experience in building and managing relationships across large scale organisations.</li><li>• Experience in using a wide range of content production tools to share news and information to different audiences.</li><li>• Experience in directing and supervising the work of others to deliver communications and marketing projects that meet agreed objectives, within budget, timescale and resources.</li></ul>

<b>Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• Ability to understand operational issues and think strategically.</li> <li>• Excellent research, content production and evaluation skills.</li> <li>• Excellent management and relationship-building skills.</li> <li>• Excellent communication, influencing, negotiation and conflict management skills, and ability to build consensus and manage expectations.</li> <li>• Strong content production and promotion skills.</li> <li>• Self-starter and initiative taker.</li> <li>• Proficient in the use of MS 365 (Office) applications as well as digital production and scheduling tools.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Excellent knowledge of marketing, customer experience and communication strategies, concepts and tactics, covering branding and design, campaign development, content creation, digital publishing, advertising, media relations and evaluation.</li> <li>• Good knowledge of public sector issues.</li> <li>• Understanding of the current political landscape and the issues facing local authorities.</li> <li>• Knowledge of data protection and intellectual property regulations and their application to marketing, customer experience and communications.</li> </ul>

<p><b>Kent Values and Cultural Attributes</b></p>	<p><b>Kent Values:</b></p> <ul style="list-style-type: none"> <li>• We are <b>brave</b>. We do the right thing, we accept and offer challenge</li> <li>• We are <b>curious</b> to innovate and improve</li> <li>• We are <b>compassionate</b>, understanding and respectful to all</li> <li>• We are <b>strong together</b> by sharing knowledge</li> <li>• We are all <b>responsible</b> for the difference we make</li> </ul> <p>Our values enable us to build a culture that is:</p> <p><b>Flexible/agile</b> - willing to take (calculated) risks and want people that are flexible and agile</p> <p><b>Curious</b> - constantly learning and evolving</p> <p><b>Compassionate and Inclusive</b> - compassionate, understanding and respectful to all</p> <p><b>Working Together</b> - building and delivering for the best interests of Kent</p> <p><b>Empowering</b> - Our people take accountability for their decisions and actions</p> <p><b>Externally Focused</b> - Residents, families and communities at the heart of decision-making</p>
---	--