

Kent County Council

Job Description: Kent Downs National Landscape Manager Communications and Engagement EDI Project

Directorate:	Growth, Environment and Transport
Unit/Section:	Kent Downs National Landscape Team
Grade:	KR9
Responsible to:	North Downs Way Trail Manager

Purpose of the Job:

The Kent Downs National Landscape and the North Downs Way National Trail Partnership is involved in an exciting project that seeks to both encourage new audiences to the trail and upgrade parts of the trail so that they are more accessible to a wider range of people. This includes working with Project Partners to develop new audiences, delivering enhancements on, and around the trail and supporting the recruitment and training of North Downs Way Ambassadors to make the trail more accessible to groups who currently do not use the North Downs Way. The project focuses on ethnic minority audiences and people with disabilities.

Covering Maternity Leave for this post you will lead on the delivery of the communication & community engagement strategy for the Putting Down Routes Project, liaising closely with the Kent Downs National Landscape colleagues, Project Partners and wider networks to develop our messages and widen our audience base. You will have experience of community engagement and communications and marketing and a passion for furthering our equity, diversity & inclusion objectives.

We will consider people applying for the full role or one of the part time roles as outlined below. There is some crossover between the part time roles and applicants will be required to cover some activity across both PT roles.

Please indicate in your supporting statement if you are applying for the full role or one of the part-time roles:

- 1 1.0 / FTE full role
- 2 0.5 FTE Communications & Marketing elements
- 3 0.5 FTE Community Engagement elements

The Putting Down Routes project aims to:

1. I Work with Project Partners (Wild with Wheels and Black Girls Hike) to enable improved access to the North Downs Way National Trail
2. Introduce new audiences to the Kent Downs National Landscape and the North Downs Way National Trail by providing opportunities to access the trail in different ways.
3. Deliver physical enhancements along and around the North Downs Way to remove barriers and to make the Trail more accessible to a wider range of people.

4. Improve & Enhance signage and interpretation to make information about the Trail more accessible and more inclusive.
5. Recruit & train North Downs Way Ambassadors from a more diverse range of backgrounds so that a wider range of people represent the trail.
6. Upskill existing North Downs Way Ambassadors, Kent Downs Staff, and staff in small businesses, visitor attractions and venues on the Trail to welcome people from diverse backgrounds.
7. Deliver an equity, diversity & inclusion legacy for the North Downs Way & the Kent Downs National Landscape.

Main duties and responsibilities:

Communication and Marketing Elements

1. Ensure the communications and marketing strategy is delivered and updated to ensure diverse engagement with all project activities.
2. Working with the Head of Marketing and Communications to ensure all communication materials and content adhere to National Lottery Heritage Fund, North Downs Way, and Kent Downs National Landscape Brand Guidelines.
3. Create and distribute content to existing and new audiences that highlights the project benefits and engages new audiences.
4. Be responsible for the relevant parts of the Kent Downs and North Downs Way website presence and functionality, and North Downs Way digital marketing channels.
5. Develop strong relationships with local, national and specialist media, establishing regular lines of communication to achieve regular coverage with target media to build and diversify our audience base.

Community Engagement elements

6. Develop and deliver a community engagement strategy to ensure diverse engagement in all project activities.
7. Support North Downs Way Ambassadors to run high quality events for a wide range of people and develop a programme for the North Downs Way National Trail to carry on this support post project.

Applicable to both elements of the Role

8. Develop relationships with a range of Diversity and Inclusion groups who can bring new audiences to the North Downs Way National Trail ensuring their integration into the work of the North Downs Way and the Kent Downs National Landscape.
9. Work with Project Partners, and their community networks to develop, engage, train and support new and existing North Downs Way Ambassadors.
10. Support the project, and core partners Black Girls Hike and Wild with Wheels to deliver a range of community engagement walks and events.
11. Recruit North Downs Way Ambassadors, local businesses and landowners for the project's training and events programme.
12. Carry out monitoring and evaluation throughout the project, providing reports as required to the project team and/or funding body.

13. Support the Putting Down Routes Project Manager to submit financial and narrative reports to the National Heritage Lottery Fund and other funding bodies.
14. Work with North Downs Way and Kent Downs staff to develop and agree legacy for all project work.
15. Ensuring equity, diversity & inclusion is embedded into all North Downs Way and Kent Downs work.
16. Undertake such additional duties commensurate with the grading of the post as required.

The North Downs Way National Trail is hosted by the Kent Downs National Landscape Team , itself hosted by Kent County Council. You will benefit from the terms and conditions of the Council but operate independently and in support of the North Downs Way National Trail, building wide ranging relationships and collaborations.

You will work either remotely or in the Kent Downs National Landscape office in Brabourne, Ashford, with a small and friendly professional team supported by a much wider partnership of people and organisations. The post holder will be required to attend office meetings, to attend community events, meet partners in person and to make site visits to project areas which may sometimes be in remote rural locations.

*KCC is committed to building a workforce which reflects the diversity of the county's working residents, encouraging applications from people of all ages, abilities, genders, sexual orientations, ethnic backgrounds, faiths and those with caring responsibilities, and aspires to create an inclusive workplace where everyone can be themselves at work. **People of colour and disabled people are currently underrepresented across our service. If you identify as a person of colour and/or are disabled, we are particularly interested in receiving your application.***

All members of the Kent Downs National Landscape + Cross Channel Geopark team are expected to work collaboratively, in an integrated way and where appropriate across the People, Place, Climate and Nature, Communications, and Finance and Compliance themes.

Please note all Kent Downs National Landscape roles are employed subject to funding availability.

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.

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Person Specification: Personal Specification: Kent Downs National Landscape Manager, Communications and Engagement EDI Project

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">• Degree or equivalent in relevant subject and/or equivalent relevant experience.
EXPERIENCE	<ul style="list-style-type: none">• Experience in developing and delivering successful communications strategies.• Experience in engaging communities from a diverse range of backgrounds.• Good track record of planning and delivering communication materials, including social media promotional campaigns, websites (including content management) and newsletters.• Building audience reach, diversity and engagement.• Demonstrable experience of building positive and productive relationships with key individuals, partnerships and media organisations.• Monitoring and evaluating communication projects.
SKILLS AND ABILITIES	<ul style="list-style-type: none">• Excellent organisational and partnership skills, used to develop and deliver our communications strategy in an innovative and creative fashion.• Excellent communication skills including the ability to convey specialised information to non-expert audiences in an accessible and engaging ways.• Skilled in maximising the potential of social media and other communication channels, identifying and realising communication and marketing opportunities.• The ability to use Microsoft Outlook, Excel, CANVA• Ability to travel across Kent in a timely and flexible manner at various times of the day, occasionally at evenings and weekends.
KNOWLEDGE	<ul style="list-style-type: none">• Excellent knowledge of communication, promotion, marketing and engagement techniques.• Knowledge of engaging and building new and diverse audiences.• Knowledge or lived experience of disability.• Knowledge of working with underserved audiences such as ethnic minorities or people with disabilities.

KENT VALUES AND CULTURAL ATTRIBUTES

(All Kent Downs National Landscape employees are employed by Kent County Council.)

Kent Values:

- 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

Our values enable us to build a culture that is:

Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile

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