

Kent County Council
Job Description: Media and PR Officer

Directorate:	Strategic and Corporate Services
Unit/Section:	Kent Communications
Grade:	KR10
Responsible to:	Communications Partner, Public Health and Social Care

Purpose of job:

Plan, create and co-ordinate integrated marketing and communication activities and campaigns and produce high-impact content that communicates key messages and meets agreed services objectives, using metrics to demonstrate value, ROI and business impact. This role has a focus on responding to stories as they break and providing media expertise and briefing officers and members.

Main duties and responsibilities:

1. Design, plan and co-ordinate proactive news stories and articles that meet agreed service objectives, creating compelling written and visual content in multiple formats that are branded appropriately.
2. Place news content across multiple channels, including national, trade and local media outlets as well as re-purposing content for KCC's own communications channels.
3. Act as first point of contact for the media, taking responsibility for dealing with media enquiries, ensuring they are logged and that colleagues are alerted to any issues arising that might impact on KCC's reputation.
4. Advise and draft briefings for Members, officers, colleagues and partner organisations on issues and policies on media responses, plans, interviews and statements.
5. Track, review and evaluate media activity and coverage, producing and presenting reports for senior management, inputting into relevant communications and marketing presentations as required and making recommendations to improve reach, impact and effectiveness where necessary.
6. Initiate media training programmes for Members and officers as appropriate.

7. Form part of the 'out-of-hours' emergency media handling team on a rota basis.

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.

Kent County Council
 Person Specification: Media and PR Officer

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	Professional qualification in a relevant field or experience as a press officer
EXPERIENCE	Working in a political and/or public service environment Experience of working in a media environment Dealing with journalists and commentators, placing content, reputational management
SKILLS AND ABILITIES	Excellent communications skills, both written and oral Able to create compelling and newsworthy content in multiple formats, including both written and visual content Able to edit, proof read and summarise copy, and explain complex policies and topics clearly Fluent in using social media and other relevant digital platforms Good research and evaluation skills Able to research and evaluate sources of information Able to build effective relationships with colleagues. Good attention to detail and accuracy
KNOWLEDGE	Understanding of the processes involved in dealing with journalists and media organisations Awareness of the political, economic, and social issues affecting local government organisations Practical understanding of communications methods and practices
BEHAVIOURS AND KENT VALUES	Kent Values: <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

- | | |
|--|--|
| | <ul style="list-style-type: none">• We are all responsible for the difference we make |
|--|--|