

# Kent County Council

## Job Description: *Communication, Engagement & Marketing Officer*

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<b>Directorate:</b>	<b>Growth and Communities</b>
<b>Unit/Section:</b>	<b>Kent Country Parks</b>
<b>Grade:</b>	<b>KR8</b>
<b>Responsible to:</b>	<b>Country Parks Operations Manager</b>
<b>Location:</b>	<b>Based at Shorne Woods, Lullingstone or Trosley Country Park with flexible working.</b>

### **Purpose of the Job:**

Review the current communications, engagement and marketing activity to deliver improvements. Design and deliver the Kent Country Parks marketing and engagement action plan. Be the lead officer for internal and external communications and marketing of the Country Parks to visitors and partners. Work across the parks and teams to market products and events, taking responsibility for the specific marketing campaigns and projects. Direct and oversee the assistant business support officer that supports this area of work.

### **Main duties and responsibilities:**

- Work in a proactive and positive way to promote the Council and its Country Parks portfolio.
- Review the Comms Plans and associated marketing plans for Country Parks. Update, refresh and renew the plans to create a coordinated and comprehensive Communications & Engagement Action Plan. Ensure team buy in to the new plan.
- Source and or provide training and upskilling to the key staff in the Country Parks team to enable delivery of outcomes as identified in the Action Plan.
- Ensure the Parks Communications and Engagement Action Plan is in line with stakeholder communication needs and local and national campaigns to support the delivery of key business objectives.
- Develop and maintain partnerships ensuring communications enhance and support each other's work
- Work with the Team Leaders to agree a joint marketing approach to delivery and to support efforts to commercialise and generate income for Kent Country Parks. Seek and develop new income generating opportunities.
- Be responsible for KCP website presence, functionality and online content working with the KCC digital team. Including developing and maintaining an online image library.
- Ensure that new and identified target audiences increase visitor numbers, increase engagement and deliver income growth, ensuring that all campaigns are cost effective and meaningfully grow audiences to increase reach and impact.

- Identify highly targeted niche advertising opportunities in specialist media, subject to budget, and negotiate editorial coverage wherever possible. Explore the possibility of developing an E-CRM system with a view to disseminating e-newsletters to targeted prospects.
- Review, update and deliver the social media policy, ensure this is implemented and adhered to and that appropriate marketing tools are used to promote the events and services and to provide the required customer information.
- Be responsible for the forecasting, expenditure and monitoring of agreed budgets for associated work including reporting on anomalies or changes in financial priorities.
- Carry out any other duties that are within the scope and grading of the post which could also be requested by the Operations Manager or Head of Service.

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: *Communications, Engagement & Marketing Officer*

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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.

<b>Qualifications</b>	Educated to degree level in relevant discipline e.g. marketing, communications and engagement or significant equivalent experience in industry.
<b>Experience</b>	Experience of working in a lead role in marketing, communications and/or engagement  Experience of public sector working  Experience of outdoor leisure provision
<b>Skills and Abilities</b>	Excellent customer service understanding  Excellent communication skills, ability to produce web content, marketing material, deliver social media content and deliver training  Excellent “people” skills - able to get on well with and enthuse people from a wide variety of backgrounds  Ability to critically evaluate current marketing and engagement products and processes and generate ideas for improvement or innovation to ensure increased engagement, sales and quality work.  Well organised and able to manage many complex and competing projects and activities at once  Commercially astute – aware of need for profit and marketing in Country Parks context and ability to generate creative ideas with limited budgets.  Excellent computing skills, particularly in use of Microsoft Office, web-based communication systems and social media
<b>Knowledge</b>	An understanding of Country Park’s, their customers and the service they provide.  Experience in communication & engagement  Experience in marketing products and service  Proven project management

<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>
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