

Kent County Council

Job Description: *Campaign Delivery Officer*

Directorate:	Strategic and Corporate Services
Division:	People and Communications
Group:	Engagement and Internal Communications HR&OD
Grade:	KR10
Responsible to:	Engagement Development Manager

Purpose of the job:

Work across the Engagement and Internal Communications Team to ensure the effective design and delivery of campaigns. Work with colleagues to embed the delivery of effective communication plans for KCC employees through internal communication and engagement channels.

Main duties and responsibilities:

- Work closely with the Engagement Development Manager to ensure delivery against strategic priorities.
- Work collaboratively with the team and colleagues across the organisation, taking the lead on and contributing to delivery of plans and key work packages.
- Drive core corporate messages across all channels and support the maintenance of messages on designated topics within each service directorate, jointly planning activity with others to ensure the unique voice of service directorates is translated through all written communication.
- Support the delivery and review of action plans drafted following the staff Survey.
- Drive the delivery of communication plans that are derived from the core engagement forums and strategic priorities of the County Council.
- Proactively seek opportunities to build staff advocacy and connection through communication and engagement work.
- Produce relevant content for a range of communication channels and audiences.

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 the post

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Person Specification: Campaign Delivery 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	NVQ5 (or equivalent) or degree or be able to demonstrate relevant professional experience of internal communications.
EXPERIENCE	<ul style="list-style-type: none">• Experience of delivering internal communications in a richly diverse organisation.• Experience of making connections across a complex range of subject areas and/or departments.• Experience of creating practical and insight driven conversations and messages.• Experience of writing for a variety of audiences.• Experience of creative campaign planning and delivery.• Experience of delivering to meet specified outcomes.• Experience of using a range of channels including digital and social media.
SKILLS & ABILITIES	<ul style="list-style-type: none">• Able to work independently and at pace, making appropriate connections and decisions to drive campaign development forward.• Proven track record of designing and delivering creative approaches to internal communication messages and campaigns.• Ability to work as part of a project team, defining distinct packages of work to be delivered.• Ability to write for a wide range of audiences, delivering complex information concisely and in good time.• Good interpersonal skills.• Assertive and constructive focus on providing professional advice relating to internal communications and engagement.
KNOWLEDGE	<ul style="list-style-type: none">• Robust understanding of internal communication principles and techniques.• Awareness of current trends and opportunities within internal communications.• Understanding of engagement principles and best practice.• Understanding and experience of working on confidential matters.• Political awareness and insight into the effective and sensitive management of relationships.

BEHAVIOURS AND 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 • We are all responsible for the difference we make
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