

Kent County Council

Job Description: *Service Development Manager Marketing & Engagement*

Directorate:	Growth, Environment and Transport
Unit/Section:	Libraries, Registration & Archives
Grade:	KR11
Responsible to :	Strategic Manager – Business Development

Purpose of the Job:

Take the lead for LRA's communications function including digital and marketing strategy, business development areas of service planning, service performance monitoring, customer insight and business intelligence.

Develop active relationships with a wide range of KCC colleagues and wider networks to ensure that communications about LRA services and the positive benefits they deliver to local people and partners evolves to harness new communication channels and are targeted appropriately to customers.

Main duties and responsibilities:

- Lead for LRA on marketing and internal and external communications strategy, maintaining effective two-way communication channels with all stakeholders. Produce LRA-marketing and communications plan. Work with the Service Development Manager - Innovation & Libraries to ensure that communication channels including the website and social media evolve to meet customer needs. Manage the Service Development Officer – Digital and the Digital Services Support Officer to support this work.
- Lead for LRA on the development and implementation of the digital strategy. Work across LRA management team and wider KCC to ensure the service is providing up to date and relevant digital services for its customers and staff.
- Lead for LRA the co-ordination of service planning and related activity for LRA for example through: organising and supporting service planning activity and co-ordinating the production of the LRA service plan; co-ordinating the LRA contribution to the Divisional Business Plan; leading in the preparation for and hosting of external accreditation processes.
- Management of the LRA and Kentish Ceremony brand to evolve and ensure consistency across LRA. Manage and work with Commercial Development Officer to procure and distribute all promotional and information material for the service. Attend and co-ordinate staff to attend wedding shows to promote Kent's ceremonies and venue offer.
- Be responsible for encouraging active participation in service design and wider usage of LRA services by all stakeholders, particularly the public, through customer consultation, non-user surveys, customer profiling, user groups and research. Lead the work of the customer insight and engagement team to ensure the production of robust customer insight and business intelligence and that business and service development is informed by a data and evidence led approach.
- Manage and lead the work of the customer insight team to ensure effective service performance monitoring systems are developed and maintained to ensure that LRA collects the right data to inform service delivery and development.
- Maintain own awareness of best practice in communications, data collection and analysis, marketing and customer awareness, researching different ways local authorities can generate income and advise LRA Senior Management Team of new developments

in these areas. As part of the LRA Management Team contribute to service planning and policy development across all Libraries, Registration and Archive activity.

- Work across LRA to identify potential new business and income generation opportunities, working up proposals and securing the necessary support to implement. Work with service managers, develop and ensure effective implementation of new initiatives to generate income and support Service Managers to achieve income targets. Manage the Commercial Development Officer to deliver income generation initiatives across LRA.
- Display active commitment to a customer focused service by placing the customer at the heart of every aspect of our work. For example: ensuring customer and equality needs are at the forefront of service development initiatives, engaging with customers in a friendly, helpful manner; contributing to public involvement and achieving the best possible outcome for the customer.

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

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Person Specification: *Service Development Manager Marketing & Engagement*

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">• Educated to degree level or equivalent, in a relevant subject such as Marketing and / or hold a management qualification or can demonstrate equivalent depth of knowledge / experience• Holding or working toward an appropriate management qualification or standard such as KCCs Kent Manager or Future Manager programme• ECDL or equivalent IT qualification or can demonstrate equivalent level of skill
EXPERIENCE	<ul style="list-style-type: none">• Experience in a marketing role• Experience of designing and implementing marketing and promotional programmes• Experience of service planning and use of management information to deliver service improvements• Experience of consulting customers and applying learning to service improvement• Experience of managing people and team leadership• Experience of budget management, including budget forecasting and taking remedial action where necessary• Experience of promoting equality among staff and members of partnerships and of the delivery of customer services responsive to the diverse needs of our customers
SKILLS AND ABILITIES	<ul style="list-style-type: none">• Able to take a strategic overview of the service and participate in long term planning for service improvement while being sensitive to changes in political priorities• Excellent written and verbal communication skills• Able to vary communication style and medium to meet the needs of different audiences• Able to build and develop good relationships with internal and external partners and deal effectively and confidently with the media• Able to effectively implement, manage and monitor marketing and communication activity across a large public service

	<ul style="list-style-type: none"> • Able to conduct research, interpret analyse and present on behalf of LRA, and develop policy recommendations for Senior Managers • Able to manage significant projects or programmes of projects such as promotions or consultations • Able to devise creative approaches to income generation and investment, public awareness and engagement • Has good numerical reasoning skills, able to use to analyse and interpret management information; manage budgets; and identify opportunities to create efficiencies • Able to manage complex workload and prioritise effectively in order to meet deadlines and work effectively with only minimal supervision • Able to pro-actively participate in cross-directorate, interagency and / or national meetings at a senior level • An effective leader and people manager, able to manage staff performance, support staff development and motivate those working to them • Strong team-working skills and be willing to support colleagues and contribute to collective problem solving and creative thinking • Able to effectively control costs and maximise income and to identify future budget pressures and opportunities to inform budget setting • Actively promotes an inclusive culture of equal opportunity and access for all
KNOWLEDGE	<ul style="list-style-type: none"> • Good understanding of digital marketing, social media, websites, content creation, web analytics and other evaluation tools • Knowledge of digital marketing techniques and the latest development in consumer understanding • Good knowledge of campaign planning and design, particularly in relations to digital activity • Excellent understanding of the political environment within the public sector and the key skills required to work in a politically sensitive environment • Excellent knowledge of best practice in communications, media relations, community engagement, promotions and income generation • Knowledge of Data Protection and FOI regulations • Understands and is committed to the need to enable good access for all the people of Kent • Understands and is able to implement all health & safety, equalities and information governance legislation relevant to role

<p>KENT VALUES AND CULTURAL ATTRIBUTES</p>	<p>Kent Values:</p> <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 <p>Our values enable us to build a culture that is:</p> <p>Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile</p> <p>Curious - constantly learning and evolving</p> <p>Compassionate and Inclusive - compassionate, understanding and respectful to all</p> <p>Working Together - building and delivering for the best interests of Kent</p> <p>Empowering - Our people take accountability for their decisions and actions</p> <p>Externally Focused - Residents, families and communities at the heart of decision making</p>
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