

Kent County Council

Job Description: *Marketing and Communications Officer*

Directorate:	Growth, Environment and Transport
Unit/Section:	Environment and Circular Economy /Kent Downs National Landscape
Grade:	KR7
Responsible to:	Head of Marketing and Communications

Purpose of the Job:

This is an exciting opportunity to make a real difference to the Kent Downs National Landscape, a beautiful rural landscape rich in heritage. You will be part of the Kent Downs National Landscape Team, a multidisciplinary team delivering our projects and programmes.

The National Landscape Team delivers many ambitious schemes. Our delivery approach is achieved through advocacy, development of partnerships and delivery of an integrated suite of projects to enhance and protect the landscape and its heritage, improve access, raise capacity in partners and the local community, and increase community engagement.

The key outcome for this role is to support the maximisation of understanding, engagement and support for the work of the Kent Downs National Landscape + Cross Channel Geopark. You will develop, deliver, and support Kent Downs + Geopark's organisational communication activity with an oversight of our marketing and communications.

Working closely with colleagues in a highly skilled, multi-disciplinary team at the Kent Downs National Landscape, this role will ensure that our communications work delivers the project aims and objectives for consumer, business and stakeholder audiences. Together with the National Landscape team, you will deliver the activities included in the Kent Downs National Landscape Communications Strategy and Action Plan.

The role will involve direct support to the Head of Marketing and Communications and the wider National Landscape team to deliver targeted communications to key audiences to raise our profile, promote projects and engage supporters, visitors, volunteers, and partners and other stakeholders with our work. This will include both internal and external communication. You will develop, test, deliver and learn from the impact of targeted communications and ensure alignment with the priorities set out in the Kent Downs Management Plan.

Your role will be an important part of communicating the success of Kent Downs National Landscape team and partnership's mission, our projects and programmes. Ensuring our marketing and communications are engaging, relevant, inclusive, impactful and reflect our brand values and tone of voice.

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.

You are encouraged to apply.

Everyone will be treated in the same way. We are committed to building a team and partnership which reflects the diversity of the county's residents, encouraging applications from people of all ages, abilities, genders, sexual orientations, ethnic backgrounds, faiths and those with caring responsibilities, we aspire to be inclusive, a partnership 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.

Main duties and responsibilities:

- Deliver Kent Downs National Landscape+Cross-Channel Geopark campaigns and activities across all online and offline channels including the website, social media, email newsletters, press releases, and print.
- Working with the Head of Marketing and Communications to create website, email and marketing content which aligns and supports the Kent Downs National Landscape+Cross-Channel Geopark's vision, aims and principles and to ensure it is search engine optimised and engaging for our existing and new audiences.
- Monitor and measure communications performance and ongoing engagement across all digital channels (e.g., website, social media, newsletters) against objectives and make recommendations for improvements to optimise results.
- Identify promotional and PR opportunities with all our partner organisations
- Liaise with press using relevant platforms and Kent Downs National Landscape contacts as well as building new relationships in line with the project's marketing strategy.
- Help build strong working relationships with our funders and stakeholders, to deliver joint objectives, which are mutually beneficial.
- Ensure all activities are carried out in a proper and accountable manner according to the financial, diversity and inclusion, and safety requirements of the Kent Downs National Landscape team and Kent County Council.
- Any other duties that may be identified by the Kent Downs National Landscape Head of Marketing and Communications to support the delivery of the aims and objectives of the Kent Downs+Cross-Channel Geopark team.

Website

- Be responsible for supporting the upkeep of the Kent Downs National Landscape and Cross-Channel Geopark websites, creating new pages as required in WordPress, creating and obtaining approval for content, making updates and adding internal and external links where relevant.
- Create and post promotional and news-worthy content for the website to agreed schedules and according to agreed themes.
- Upload event information to agreed schedules and update as required.
- Monitor and report on website performance using tools like Google Analytics. Take appropriate action and contribute ideas to optimise agreed KPIs eg. sessions, page views, time spent on the site, bounce rates, conversions etc.
- Ensure agreed external sites are up-to-date and drive referral traffic to the Kent Downs+Cross-Channel Geopark websites.
- Create digital and print assets including designs in Canva; where funding is available liaising with designers and copy writers and working with photographers and videographers to support marketing and communication activities.

Social Media

- Help deliver the social media plan for the Kent Downs National Landscape+Cross-Channel Geopark driving organic growth, including creating weekly post updates in Hootsuite or similar scheduling tool and engaging with relevant partners, businesses and organisations through their social channels.
- Create, where appropriate, get approval for and post social media content to Facebook, X, Instagram, Threads and LinkedIn and schedule as required.
- With input from the relevant members of the team, be the voice of the Kent Downs National Landscape on digital channels, monitoring digital reviews and social media comments, posts and mentions daily. Responding promptly and representing the Kent Downs enthusiastically.
- Contribute ideas to help grow and diversify our audiences with a focus on our social media audience, reach and engagement.
- Monitor and report on social media performance using tools like Facebook Insights, Instagram Insights, Tweet Deck and Google Analytics, taking appropriate action to optimise agreed KPIs.
- Where funding is available, create and implement social media advertising to agreed schedules and budgets.
- Monitor and report on social media advertising performance using reporting tools, taking appropriate action and contributing ideas to optimise agreed KPIs like cost-per-conversion, costs-per-click etc.

Email

- Develop and manage our email database and mailing lists ensuring contacts are up to date, correctly segmented and tagged and work with platform providers to ensure our systems interlink and work as expected.
- Support the creation of distribution and marketing emails/newsletters using our email service provider to agreed themes schedules and audiences.
- Develop surveys and send Survey Monkey emails to help generate feedback.
- Monitor and report on email marketing performance using reporting tools and Google Analytics, taking appropriate action and contributing ideas to optimise

agreed KPIs like open rates, click-thru rates, bounce rates and organic growth etc.

Photography, Video & Filming

- Liaise with external photographers and videographers as required, build the Kent Downs+Cross-Channel Geopark catalogue of photography including crowd sourcing photography.
- Help with filming and photo shoots as required (sometimes out of usual office hours).

Other

- Coordinate Kent Downs virtual and in person events and training including setup of registration on Eventbrite.
- Provide research to support marketing, content and social media strategy
- Keep our campaign planner and project management tools up to date.
- Create monthly marketing reports to share with the key stakeholders.
- Internal communications.
- Ensure brand consistency and funding requirements applied at all customer touch-points.
- Ensure general data protection regulations are met.

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: *Marketing and Communications 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	<p>Educated to RFQ level 6 (Bachelor's degree) in relevant field e.g. marketing, communications</p> <p>Relevant degree, NCTJ qualification, or equivalent experience in a communications role.</p>
EXPERIENCE	<p>Experience in a communications or marketing role.</p> <p>Demonstrable experience of delivering effective marketing activities on time and to budget in a competitive, customer-facing organization ideally within the heritage, tourism, culture or environmental sectors.</p> <p>Track record of building strong working relationships with internal and external colleagues and partners.</p> <p>Experience of all social media routes to market in a professional or capacity.</p> <p>Experience of online or digital marketing including some knowledge of search engine optimisation.</p> <p>Delivery orientated and ability to prioritize workload and meet tight deadlines.</p> <p>An understanding of key email marketing metrics.</p> <p>Experience of managing projects.</p> <p>Experience creating strong, engaging content.</p> <p>Experience of working with website and e-newsletter platforms particularly WordPress and Mailchimp.</p> <p>Experience of working with agencies and freelancers to coordinate delivery effectively.</p>

SKILLS AND ABILITIES	<p>A self-starting and motivated individual, able to take the initiative, organise and manage multiple complex projects, and work autonomously.</p> <p>Ability to prioritize and deliver realistic and achievable goals. Ability to work on own initiative and take responsibility for decisions relating to own work</p> <p>Strong written and verbal communication and presentation skills.</p> <p>Excellent written, numeracy and ITC skills including ability to maintain spreadsheets, produce information, report writing and word processing. Kent Downs AONB office use Microsoft Office 365.</p> <p>Excellent communicator willing to work in an integrated way to achieve beyond immediate programme responsibilities.</p> <p>Skills in social media, film, and website led communications campaigns</p> <p>Innovation and adaptability – looking for alternative solutions to problems.</p> <p>Due to the outward facing nature of this role fluency in English is essential.</p> <p>Due to the Anglo-French project partnerships a knowledge of French is advantageous but not essential</p>
KNOWLEDGE	<p>Strong understanding of the full marketing mix across all media and channels with experience of helping to deliver successful marketing and communications campaigns.</p> <p>Excellent organisational and project management skills.</p> <p>Excellent interpersonal skills with the ability to build strong working relationships and communicate clearly and accurately to a variety of audiences. Good IT skills with evidence of working with the MS Office suite of programs.</p>

**KENT VALUES
AND CULTURAL
ATTRIBUTES**

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

(If this document is being used for recruitment purposes, examples of Behaviours which support the Kent Values will need to be demonstrated within the context of this post)