

## Kent County Council

### Job Description: *SEND Marketing & Communications Officer*

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<b>Directorate:</b>	<b>Deputy Chief Executive's Department</b>
<b>Division:</b>	<b>Marketing and Resident Experience (MRX)</b>
<b>Location:</b>	<b>Maidstone (Hybrid)</b>
<b>Grade:</b>	<b>KSH</b>
<b>Responsible to:</b>	<b>MRX Communications Partner (GET &amp; CYPE)</b>

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

To plan and implement marketing, communications and engagement activities that help parents and their children who have special educational needs and disabilities (SEND) easily find and use the information, advice and support available to them, and that instils trust and confidence in the local area responsible for SEND services and support.

The role will support the implementation of the SEND Communications and Engagement Strategy through the planning, design, creation, implementation and management of a range of marketing, communication and engagement plans and activities on behalf of KCC and NHS Kent and Medway. It will involve developing and improving our own communication and engagement channels, while building a network of other channels we can use to reach parents, young people and the professionals who work with and support them.

The role will require effective working partner relationships to be built with specialist service colleagues (within KCC, NHS and the education sector) to identify opportunities to promote services and activities through social media, the parent e-newsletter, the website and other channels.

It will also involve working with young people's and parent/carers forums, managing stakeholder communications and engagement, participating in user research, analysing feedback and evaluating and reporting on the effectiveness and impact of marketing, communications and engagement activities.

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

1. Create and manage the delivery plan required to support the implementation of the SEND Communications and Engagement Strategy and monitor and report on progress and impact.
2. Create specific marketing and communications plans and lead their implementation, ensuring they support priorities within the SEND Communications and Engagement Strategy and delivery plan.

3. Work with existing council, NHS public involvement/engagement and voluntary, community and social enterprise (VCSE) colleagues and organisations to plan and deliver engagement activity for identified programme and projects.
4. Work with colleagues representing young people and parents to support and conduct user research to improve how we communicate with them, reflect their views and aspirations and create better experiences.
5. Design and create different types of content for use on social media, websites and other channels that reflect insight from young people and their families, the brand style, and communication and engagement principles.
6. Implement marketing and communications activities using a range of channels to reach the target audiences, including the website, social media and e-newsletter, and re-purposing content on offline channels where necessary.
7. Develop existing owned channels to make sure they are reaching target audiences and build up a network of external channels that can be used to support marketing, communication and engagement objectives.
8. Create briefs for design and development work required (for example, for videos, new artwork or new website functionality) working with the Creative Services Team to make sure these projects meet the brief and are delivered to agreed timescales.
9. Evaluate and report on the effectiveness and impact of marketing, communication and engagement activities, using learning to continuously improve the effectiveness of communication channels, activities and service improvements.

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: *SEND Marketing & Communications 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>Criteria</b>
<b>Qualifications</b>	A-Level, or equivalent, in marketing, communication, /business studies or similar experience.
<b>Experience</b>	Experience of planning, implementing and evaluating marketing, communications and public involvement /engagement campaigns to different target audiences.
	Experience of co-production and working with members of the public in both face-to-face and online settings.
	Experience of gathering a range of information about customer behaviours and expectations and applying this knowledge to create simple, engaging and accessible user communications and experiences.
	Experience of managing projects, capturing requirements, briefing colleagues, resolving issues, supervising and motivating staff through to the successful delivery of the project.
	Experience of understanding complex information and translating it into plain English that meets the needs of our target audiences (young people, parents and professionals)..
	Experience of working with digital publishing systems.
<b>Skills and Abilities</b>	Skilled marketing and communications content producer, able to organise, create, design and manage content for the public using a wide range of digital tools (including content management systems, social media scheduling systems and image creation software such as Canva).
	Ability to build effective relationships and work with tact, diplomacy and professionalism when dealing with colleagues, senior managers, members of the public and members.
	Ability to draw insight from a range of sources about customer behaviours and expectations and apply this knowledge to the way we communicate information and messages to different target audiences.
	Ability to work accurately at pace and under pressure to meet deadlines.
<b>Knowledge</b>	Knowledge of communications and marketing best practice, Government communications and digital services standards and other relevant industry standards.
	Knowledge of public engagement methods, such a community meetings, focus groups, surveys and online engagement platforms.
	Excellent practical knowledge of content design techniques.
	Knowledge of content creation and publishing tools/systems.
	Understanding of data protection and information governance principles and their application to digital marketing and communication projects.
	Good working knowledge of Microsoft Office 365.

<b>Kent Values and Cultural Attributes</b>	<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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