

Kent County Council

Job Description: Corporate Communications Officer

Directorate:	Strategic and Corporate Services
Unit/section:	Department: Marketing and Resident Experience (MRX)
Division:	People & Communications
Grade:	KR10
Responsible to:	Corporate Communications Manager

Purpose of the Job:

To deliver creative, high-impact, targeted communications, PR and marketing activity across a range of channels to support KCC's strategic priorities. Identify channels that can be used for promotional purposes and produce creative and innovative content to support campaigns and online activity.

PR and Media relations

- Work with the Corporate Communications Manager to deliver high impact, targeted communications and PR, utilising the right channels to reach the right audiences with creative and effective messages that position the county council positively and appropriately.
- Play a key role in marketing, communications and digital activities. Support the planning and delivery of pro-active campaigns to raise the authority's profile, seeking multi-channel opportunities to promote and protect the reputation of Kent County Council.
- Be ready to react swiftly and effectively to media enquiries and breaking news stories. Write media releases and perform media outreach to achieve brand placement in publications and on radio and TV news programmes.
- Protect and promote the reputation of the authority by providing valuable advice and expertise to directorates, members and stakeholders on communications messaging and by managing local media partners.

Content Creation

- Create and deliver compelling and persuasive optimised content across various channels including social media, websites and editorial. Liaise with directorates and others in MRX to agree core messaging and target audience and brainstorm visual and content ideas with other members of the MRX creative team.
- Be capable and confident in delivering high-quality audiovisual content for campaigns, events and media briefings and produce and edit films to optimize online content.

Emergency Support

- Support a 24-hour communications support service, being on call when required to deal with urgent enquiries and crisis management out of hours.
- Contribute to the authority's crisis communications response and represent KCC on the Kent Resilience Forum, working closely with multi-agency communications partners to align messaging and coordinate media handling.

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: Corporate 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	Professional qualification in an appropriate or measurable successful experience in a similar role
Experience	Experience in delivering multi-channel campaigns and marketing communications (including digital)
	Proven track record of understanding how the media works and working in a highly politicised, complex, environment and under tight time pressures
	Experience in working in a press office or newsroom.
Skills and Abilities	Outstanding creative written skills and an eye for detail are essential
	High quality creative ideas, utilising a range of channels to get the message to the target audience
	A detailed understanding of using different communications channels to deliver activity, including print, broadcast, digital and social media
	Understanding of the media and how to 'sell in' a story.
	Good research and evaluation skills and experience of working in a political environment.
	High level communication skills, with the accent on diplomacy, discretion and sensitivity to political nuances
	Able to build effective relationships with key players
Knowledge	Knowledge of local government
	Knowledge of the media
Kent Values and Cultural Attributes	<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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