

## Kent County Council

### Job Description: *Campaigns and Communications Manager - Public Health*

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<b>Directorate:</b>	<b>Chief Executive's Department</b>
<b>Unit/Section:</b>	<b>Marketing and Resident Experience</b>
<b>Grade:</b>	<b>KR12</b>
<b>Responsible to:</b>	<b>Marketing and Resident Experience Partner</b>

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

To be responsible for developing, managing, implementing and evaluating KCC's public health marketing and communications plans; and for commissioning and monitoring the end-to-end delivery and implementation of those plans. To develop and maintain strong stakeholder relationships, cultivating effective partnership working that actively supports the aims of public health marketing and communications campaigns and prevention programmes. To ensure planning and delivery decisions are based on an appropriate evidence base, which should include insights drawn from the behavioural sciences and consumer marketing fields, and to report the impact of the work to Members, senior managers and other relevant stakeholders.

To provide advice and guidance for communications issues that arise, working across KCC, UKSHA, OHID and NHS partners to make sure our communications approaches and responses are joined up.

Work with Kent and Medway Integrated Care system partners to promote KCC's role in the health and care system, with a focus on system integration and resident voice in the future of health and care delivery.

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

- Be the lead officer for planning, developing and leading innovative public health marketing and communications campaigns based on priorities set by Public Health and Commissioning colleagues. Create, monitor and update an annual Kent Public Health Campaign plan, ensuring that all campaigns and related activities are delivered on time and to budget and evaluate all activity regularly to understand the impact on Kent residents.
- Work with key senior roles in the Marketing and Resident Experience team, to ensure alignment of all communications and marketing material. Commission team resources where necessary and coordinate the MRX team workplans so they reflect and deliver against KCC priorities.
- Proactively seek multi-channel opportunities to promote and protect the reputation of Kent County Council. Develop and manage a robust plan to react swiftly and effectively to breaking news stories and issues and incidents that arise.

- Create effective content across a range of marketing communications channels, platforms and formats, including editorial and earned media, social media and paid media.
- Be KCC's main point of contact with UKSHA and OHID, and other relevant communications, marketing and partnerships teams. Represent KCC on regional and national public health related communications and campaigns groups.
- Create high quality briefs for all marketing and campaign work and act as the public health lead client for commissioned marketing, communications and related services (for example Research, Consultation & Engagement and the Digital Services activity).
- Encourage and support partners, employers and other internal and external stakeholders to participate in and support national and Kent public health campaigns.
- Manage the public health marketing and communications budget and resources.

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.

# Kent County Council

## Person Specification: *Campaigns and Communications Manager - Public Health*

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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>	<ul style="list-style-type: none"> <li>Professional qualification in a discipline relevant to the main duties and responsibilities (e.g. CIM, CIPR or equivalent) and/or demonstrable experience in a PR / communications and/or marketing environment.</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>Experience in leading a communications and/or marketing function, setting marketing and communications objectives, preparing high quality briefs, creating effective content, activity planning and evaluation.</li> <li>Experience of stakeholder engagement.</li> </ul>
<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"> <li>Excellent communication skills, both written and oral.</li> <li>Excellent influencing and networking skills. Ability to gain trust and buy-in from colleagues, senior staff, Members and partners.</li> <li>Very good analytical and planning skills.</li> <li>Very good content creation skills (copy, images and video) across a range of media.</li> <li>Ability to judge design and the likely effectiveness of marketing collateral, assets and other materials.</li> <li>Political astuteness and a good understanding of the wider health and social care context, including the role of public health in Sustainability and Transformation Partnerships (STP).</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>A broad knowledge of traditional and emerging marketing techniques, technologies, models and themes</li> <li>A good understanding of the relative strengths and weakness of marketing approaches, especially as applied to the PESO media framework</li> <li>A good understanding of public health issues and how KCC Public Health fits into the wider health and care system in Kent.</li> <li>A good understanding of the regulatory framework within which activities need to take place, such as GDPR, Local Authority Code of Conduct on Publicity, Copyright and the CAP / ASA Codes.</li> <li>A good understanding of qualitative and quantitative research techniques, behavioral science and insight creation and their application to campaign development.</li> <li>Practical knowledge of popular techniques and platforms including social media (especially Facebook and Twitter), search, display and email marketing.</li> </ul>

<p><b>KENT VALUES AND CULTURAL ATTRIBUTES</b></p>	<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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# Organisational Responsibilities

All corporate directors, directors and senior managers have an explicit responsibility to deliver the collective agenda of the Council. These are fundamental elements of their role not an addition and are summarised as follows:

## Whole Council

- Seek to improve the lives of all residents in Kent and economy of Kent
- Act as corporate parent to the Council's looked after children
- Take an active role in promoting and ensuring the Council's responsibilities for safeguarding are met.
- Understand, communicate and contribute to the delivery of KCC's strategic aims
- Meet statutory obligations and promote and ensure compliance with policies and procedures and the Council's Code of Conduct (Kent Code).
- Advise elected members and support the democratic process
- Promote the Council brand and enhance the overall reputation of the Council
- Understand and monitor the measures of performance, including customer insight, which define successful outcomes for KCC services
- Maintain and ensure a relentless focus on the customer
- Act to support the Council-wide need to deliver services within budget, thereby avoiding an overspend that could damage the financial viability of the Council
- Overcome professional and service silos to achieve the County Council's objectives.

## Integration of Services

- Focus resources where they have the biggest impact
- Deliver services that are flexible and adaptable
- Integrate services within KCC and work with partner agencies to ensure a seamless customer experience
- Fully and inclusively engage all staff in the delivery of services, demonstrating the Council's leadership values and competencies.

## Embedding Commissioning and Engaging relevant markets

- Establish an outcome focused organisation
- Meet the financial regulations and standing orders of KCC
- Challenge the status quo and engage with the market to constantly improve
- Ensure all services are delivered effectively and efficiently
- Proactively and continuously seek to improve service delivery

- Proactively manage risk to avoid inertia whilst not exposing the Council to needless and avoidable challenge or loss

### **Managing Change**

- Understand and support the Authority's overall change agenda
- Deliver required outcomes of service specific change on time and to budget
- Understand the quality of staff, support their development, nurture those with talent
- Identify the skills for the future and the level of staff through robust workforce planning
- Identify and deal with underperformance.
- Deliver to agreed budget and income targets.