

Kent County Council

Job Description: Stakeholder Liaison Officer (Grow in Kent)

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| Directorate | Growth, Environment and Transport |
| Unit/Section | Economy |
| Current Grade: | KSG |
| Responsible to | Programme Manager (Partnerships and Sectors) |

Job Purpose

To deliver a range of activities and services within the 'Grow in Kent' (Visit Kent & Invest Kent) team to engage with and provide support, customer relationship management and information to local visitor economy businesses, networks of professional services firms and local stakeholders who directly support and invest in Kent & Medway's Inward Investment and Visitor Economy service.

Accountabilities

1. Provide essential coordination and delivery support for Grow in Kent's partnership programme. Act as day-to-day contact for businesses investing in the Visit Kent and Invest Kent services. Maintain accurate financial tracking for partnership contributions including collating and processing partnership income in line with KCC financial procedures. Support industry partner onboarding and renewal and coordinate additional partner investment opportunities.
2. Organise events, meetings and activities to engage with and convene key industries in the county and provide networking and planning opportunities. Coordinate press / influencer / investor trips including itinerary planning and booking arrangements. Support travel trade activity including the delivery of trade show participation, sales missions and familiarisation trips.
3. Monitor delivery milestones across both Visit Kent and Invest Kent partnerships. Collate and summarise information and feedback from local businesses and partners about challenges and opportunities for the visitor economy and Kent's key industry sectors to feed into and shape strategies and programmes of activity. Identify risks or issues and work with the team to resolve them.
4. Make use of a range of communication methods and adhere to 'tone and voice' guidelines to contribute to the creation of marketing collateral for a range of 'B2B' channels to keep local businesses, investors and industry representatives informed about programmes activity and sector intelligence and insights. Help deliver and manage the service's 'B2C' communication activity across a range of digital platforms, websites and campaign activity to promote the county's visitor and investor offer.
5. Support wider members of the 'Brand Kent' team by acting as a point of contact for local businesses, partners and stakeholders to deal with visitor economy and inward investment queries including from the travel trade and potential investors.
6. Carry out a range of administrative duties to support the wider 'Grow in Kent' team including monitoring and managing communication channels, booking venues for

events, maintaining records and activity logs, intelligence gathering, launching surveys and managing consumer and business databases

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: Stakeholder Liaison Officer (Grow in Kent)

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 |
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| QUALIFICATIONS | <p>NVQ 3 (or equivalent) in a visitor economy or economic development related field</p> <p>Clear commitment to further personal and professional development</p> |
| EXPERIENCE | <p>Experience of working in the field of economic development, inward investment and/or visitor economy.</p> <p>Experience of joint working with a range of partner organisations and agencies in the private and/or public sector and at local, regional and national level.</p> <p>Experience of supporting local businesses.</p> <p>Experience of delivering communication activities and organising, managing and attending events.</p> |
| SKILLS AND ABILITIES | <p>Good communication, presentation and interpersonal skills (written and verbal), to present information to staff, partners & stakeholders and local businesses.</p> <p>Ability to plan and implement project activity</p> <p>Ability to work to tight deadlines and deliver results</p> <p>Good report-writing and strong organisational skills with the ability to deliver on multiple projects</p> <p>Commercial acumen</p> <p>Ability to build strong networks with partners and stakeholders.</p> <p>Ability to plan and prioritise workload to meet deadlines.</p> <p>Able to be organised, systematic and analytical.</p> <p>Good attention to detail.</p> <p>Commitment to equalities and promotion of diversity in all aspects of work.</p> <p>Ability to travel to meet the requirements of the service</p> <p>IT skills appropriate to this post's responsibilities – good working</p> |

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| | knowledge of Microsoft Powerpoint, Word and Excel, Canva and CMS systems |
| KNOWLEDGE | <p>Good knowledge of the local economy in Kent & Medway and its industry sector strengths and opportunities including the visitor economy.</p> <p>Commercial acumen and knowledge of growth barriers and growth drivers for the inward investment and tourism.</p> <p>Familiarity with project and programme management methodologies and tools, including the ability to plan, execute, and monitor engagement and communications activities.</p> <p>Awareness of Data Protection, Freedom of Information and transparency and confidentiality issues.</p> |
| 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> |