

Kent County Council

Job Description: *Marketing & Communications Support Officer*

Directorate	Deputy Chief Executive's Department
Unit/Section	Marketing & Resident Experience Team
Grade	KSF
Responsible to	Marketing & Resident Experience Partner

Job Purpose:

Create and deliver timely engaging and impactful communications that support behaviour change objectives that encourage residents to reduce, reuse and recycle waste. This role will focus on producing high-quality digital and offline content and publicity material, placing advertising and evaluating campaign effectiveness. The postholder will work collaboratively with colleagues in internal teams, local councils and external partners to promote sustainable behaviours across Kent.

Accountabilities:

1. Produce engaging digital content including social media imagery, video content and written copy to support behaviour change campaigns.
2. Generate creative ideas and messaging to encourage recycling, reusing and repairing behaviours.
3. Plan, buy and manage social media, digital and offline advertising to support campaign objectives.
4. Order and coordinate the production of print and publicity materials to support campaign objectives.
5. Monitor, evaluate and report on the effectiveness of communications and marketing activity to ensure resources are being used effectively, and demonstrate the impact of our work to stakeholders.
6. Work collaboratively with colleagues from internal teams, other councils, and external organisations to ensure consistent messaging and campaign delivery.
7. Advise on the development of campaign plans and contribute to strategic communications planning.
8. Manage the production workflow to ensure campaign assets, media and activity is delivered on time and to budget.

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 & Communications Support 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 field (e.g. CIM) or demonstrable experience in a similar role.
Experience	<ul style="list-style-type: none">• Experience of supporting effective, customer-focused, evidence-based, integrated marketing communications campaigns drawing on a range of channels across the paid, earned, shared and owned media mix.• Experience working within a marketing and communications environment, particularly in a not-for-profit or low-budget context.• Experience of using social media channels (paid and organic) for business, especially Facebook, X, Instagram and LinkedIn. Experience in using social media scheduling tools is also an advantage.• Experience in setting up digital marketing advertising including social media (e.g. Facebook ads) and Google ads. Experience working with external media partners such as radio, local media, out of home advertising and other digital marketing platforms.• Excellent attention to detail and a creative eye. Experience in using Canva or similar basic graphic design tools to produce social media graphics for effective content engagement.• Experience of directing the work of others as part of a project team.
Skills and Abilities	<ul style="list-style-type: none">• Process and project management skills, including marketing planning, organising activities and managing third party suppliers and partners. Experience in delivering activities outlined in a communications and marketing plan and evaluating and reporting on their effectiveness.• An excellent communicator, with experience in writing effective content for social media and advertising – proficiency in written English is essential.• Good influencing and negotiation skills when speaking to external advertisers and partners.• Ability to establish and maintain good working relationships at all levels across the organisation and with external stakeholders, gaining trust and buy-in from colleagues and senior staff.
Knowledge	<ul style="list-style-type: none">• Expert knowledge of marketing campaign theory, models and techniques.• Practical knowledge of the Paid, Earned, Shared and Owned media landscape, especially in Kent.• Detailed understanding of digital marketing, social media, websites,

	<p>content creation, web analytics and campaign evaluation tools.</p> <ul style="list-style-type: none"> • Maintains an up-to-date knowledge of industry trends, innovation and developments, and is able to apply this knowledge to the organisation's activities and approach.
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>