



## Kent County Council

### Job Description:

### Communication and Marketing Manager

---

<b>Directorate:</b>	Growth, Environment & Transport
<b>Unit/Section:</b>	Kent Downs AONB Unit
<b>Grade:</b>	KR 10 (Indicative)
<b>Responsible to:</b>	European and Project Development Manager

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

EXPERIENCE is an exciting €23million tourism project funded by the Interreg V Channel England France Programme. Kent County Council is one of 14 partners in France and England. The project will work with businesses and partners to develop new tourism products that engage visitors in the landscape in a way that supports and enhances that landscape. EXPERIENCE will promote new experiential tourism products through tourism fairs, media and communication campaigns.

Arriving at a crucial point in project delivery you will quickly assess, plan and prioritise a highly effective final year of project communications and marketing. You will need to quickly establish strong partner and team understanding of the vision, strategy and delivery tasks needed to consolidate and celebrate EXPERIENCE project sustainable tourism products and build a legacy through an enduring strong communication and marketing mindset within the Kent Downs and North Downs Way teams.

Working closely with colleagues in a highly skilled, multi-disciplinary team of six, part of the wider Kent Downs AONB Unit, this role will develop and deliver the EXPERIENCE communications and marketing strategy. You will ensure that the EXPERIENCE communications work complements and delivers a communications legacy for the Kent Downs AONB Unit and the North Downs Way. Working with the Communications Manager you will lead the Kent Downs AONB Unit to build the internal infrastructure and mindset to deliver modern and customer facing communication approaches and marketing systems for our organisational aims and objectives.

You will share responsibility with senior KDAONB team members to agree and develop new funding and finance opportunities to support this legacy, including identifying innovative funding and finance streams.

You will lead the EXPERIENCE team members through your focused communications strategy including a Project Manager, a Project Officer, a Business Engagement Manager, the Communications and Marketing Assistant, the North Downs Way National Trail Manager and the wider Kent Downs AONB team. You will work closely with the Kent Downs Communications Manager to achieve this.

The role may involve some travel in the project pilot regions which are Brittany, Pas-de-Calais, and Compiègne in France and Norfolk, Kent, and Cornwall in the UK.

The EXPERIENCE project is led by the Kent Downs AONB Unit and this role is part of that wider team. It is funded by the European Regional Development Fund (ERDF) through the Interreg V Channel France England Programme, the North Downs Way National Trail, the Kent Downs AONB Unit and participating district and borough councils including Dover, Canterbury, Ashford, Gravesham, Swale and Kent County Council.

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

- Develop and deliver an exciting and effective marketing and communications strategy for the final year of the Kent Downs AONB and North Downs Way (NDW) EXPERIENCE project.
- Develop a sustainable legacy plan for Kent Downs AONB and NDW EXP related communications and work with members of the EXPERIENCE team, wider AONB Unit and delivery partners to support this legacy plan. This should highlight key achievements and set up processes that will help deliver the legacy plan.
- Develop and agree a prioritized approach to Communication and Marketing activities delivered through the EXPERIENCE project.
- Work with the Business Engagement and Tourism Manager to agree a joint marketing approach to EXPERIENCE delivery and to support efforts to commercialise and generate income for the Kent Downs AONB and the NDW.
- Be responsible for the EXPERIENCE website presence and functionality. With the EXPERIENCE team, agree the most effective website strategy and management for the project duration and legacy. This will involve improved functionality and strategy for the Kent Downs AONB and the North Downs Way websites in relation to EXPERIENCE aims and objectives.

- Ensure that new and identified target audiences increase visitor numbers, increase engagement and deliver income growth, ensuring that all campaigns are cost effective and meaningfully grow audiences to increase reach and impact.
- Drive awareness and engagement with B2B and B2C target audiences
- Work with the Kent Downs AONB Communications Manager to build a B2B and B2C database including regular reviews and reporting on project progress, where this aligns with the EXPERIENCE project
- Design and implement fully integrated EXPERIENCE campaigns across all online and offline channels including the website, paid channels, social media, email newsletters, press releases, flyers, and posters.
- Develop and deliver the content plan for the Kent Downs AONB and North Downs Way EXPERIENCE project.
- Produce end of campaign analysis and reports. Undertake regular evaluation of all marketing and communications activity, producing detailed reports, analysis and advice on a regular basis to identify in-campaign changes if needed and inform future planning. Develop powerful summary reports for campaign impact to drive communication and marketing profile and importance within the Kent Downs wider team and partnerships.
- Develop and identify effective and appropriate routes to market for all EXPERIENCE products.
- Develop strong relationships with local, national and specialist media, establishing regular lines of communication in order to achieve regular coverage with target media. Ensure that this is developed in line with Kent Downs AONB objectives
- Work closely with Visit Kent who are also a project partner, ensuring communications enhance and support each other's work. .
- Build strong working relationships, regular monthly updates and future strategic plans with EXPERIENCE stakeholders, district and borough councils including Dover, Canterbury, Ashford, Gravesham, Swale and Kent County Council and other external partners to deliver joint objectives, which are mutually beneficial
- Manage the Communications and Marketing Assistant.
- Manage an Events Manager if recruited during the final year of the project.
- Represent the EXPERIENCE team at key functions, including external events and exhibitions
- Represent KCC and the Kent Downs AONB Unit at EXPERIENCE meetings in France and the UK.
- Ensure that all activities are carried out in a proper and accountable manner according to the financial and health and safety requirements of Kent County Council as well as other funding partners such as the Interreg V France Channel England Programme

- Ensure all EXPERIENCE activity complies with EU and EXPERIENCE project rules by acting as the brand gatekeeper, advisor and being responsible for EU funding requirements relevant to the project ensuring all marketing and communications outputs are compliant, offering advice to team members and external partners as required'
- Any other duties that may be identified by the EXPERIENCE Project Manager to support the delivery of the aims and objectives of the Kent Downs AONB Unit.

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.

# Kent County Council

## Person Specification: Communication and Marketing Manager

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>	<p>Educated to RFQ level 6 (Bachelor's degree) in relevant field e.g. place marketing, communications, tourism or inward investment.</p> <p>Evidence of continuing professional development and expert knowledge in relevant professional area. Including membership of a professional body such as the Chartered Institute of Marketing or Chartered Institute of Public Relations, or Digital Marketing Institute.</p>
<b>EXPERIENCE</b>	<p>Experience in marketing/communications arena building brand awareness and developing campaigns.</p> <p>Experience in developing team communications strategy and prioritising efforts for maximum impact.</p> <p>Demonstrable experience of creating and delivering effective marketing strategies in a competitive, customer-facing organization within the heritage, tourism, culture or environmental sectors.</p> <p>Track record of good working relationships with private and public sector organisations, and general partnership building.</p> <p>Experience of all social media routes to market.</p> <p>Experience of website design and delivery.</p> <p>Delivery orientated and ability to prioritize workload and meet tight deadlines.</p> <p>Experience of budget management and multi-channel funding and finance streams relevant to sustainable tourism.</p> <p>Experience of working with website and e-newsletter platforms.</p>

	<p>Experience of design and design software including adobe and video editing.</p> <p>Experience of using WordPress, MailChimp and Canva.</p> <p>Evidence of implementing multi-channel marketing campaigns that deliver a strong return on investment, increase market share and develop and strengthen brands.</p>
<p><b>SKILLS AND ABILITIES</b></p>	<p>A self-starting and motivated individual, able to take the initiative, organise and manage multiple complex projects, and work autonomously.</p> <p>Ability to prioritize and deliver realistic and achievable goals. Ability to work on own initiative and take responsibility for decisions relating to own work.</p> <p>Strong written and verbal communication and presentation skills Excellent written, numeracy and ITC skills including ability to maintain spreadsheets, produce information, report writing and word processing. Kent Downs AONB office use Microsoft Office 365 and MONDAY project management software.</p> <p>Good IT skills with evidence of working with the MS Office suite of programs.</p> <p>Excellent communicator willing to work in an integrated way to achieve beyond immediate programme responsibilities.</p> <p>Excellent interpersonal skills with the ability to build strong working relationships and communicate clearly and accurately to a variety of audiences.</p> <p>Skills in developing and executing social media, film, and website led communications campaigns.</p> <p>Innovation and adaptability – looking for alternative solutions to problems.</p> <p>Excellent project management skills.</p> <p>Due to the outward facing nature of this role fluency in English is essential.</p>

<p><b>KNOWLEDGE</b></p>	<p>Good knowledge of the full marketing mix across all media and channels with experience of developing and delivering campaigns.</p> <p>Due to the Anglo-French project partnerships a knowledge of French.</p> <p>Knowledge of opportunities to secure funding and finance streams to support the legacy of the Experience communications and other activities</p> <p>Knowledge or interest in environmental protection, sustainability or tourism would be an advantage.</p>
<p><b>BEHAVIOURS AND KENT VALUES</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>