

Kent County Council

Job Description: *Creative Services Buyer*

Directorate:	Strategic and Corporate Services
Unit/Section:	Marketing and Resident Experience (MRX)
Grade:	KR8
Responsible to:	Creative Services Manager

Purpose of the Job:

To purchase creative services and print materials through Marketing and Customer Experience frameworks and KCC's procurement systems.

As one of two Creative Services Buyers the job is to manage design and artwork requests from concept to delivery using our roster of designers, specialists and print framework suppliers. The authority has a print procurement system called Panacea which the creative service buyers use to procure external suppliers.

Also, to help the Creative Services Manager to manage the creative services workflow and ensure delivery of projects to deadline. Act as 'guardian' of the KCC brand

Main duties and responsibilities:

1. Manage an efficient, cost-effective process for the purchase of creative services (to include graphic design, art-working, print and media), ensuring consistency in branding and appropriateness for the audience
2. Ensure all creative service buying is channeled and managed through this central role
3. Monitor suppliers to ensure standards are met and maintained
4. Identify creative services across the organisation and work closely with suppliers to ensure best value and that specifications and standards are met
5. Co-ordinate the process for buying all media - advertising - for the whole of KCC, ensuring consistency of branding, appropriate style, and an ability to evaluate spend.
6. Manage the use of KCC logos, corporate identity and written content across KCC's communication output to ensure it is consistent and compatible with KCC standards
7. Manage workflow for print and design and ensure deadlines are adhered to and content is provided for suppliers and freelancers on the framework

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

Job Description: *Creative Services Buyer*

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 or measurable successful experience of printing
EXPERIENCE	Experience of buying print and print materials Experience of print management Experience of buying Creative Services Experience of media buying across the spectrum Proven experience of working well with people at all levels
SKILLS AND ABILITIES	Good understanding and knowledge of print materials and processes Good understanding of creative processes Able to research, evaluate and negotiate High level communication skills Able to build effective relationships with key players, stakeholders and partners An eye for detail Be able to work under pressure and to meet short deadlines
KNOWLEDGE	Up to date knowledge of new and evolving media communication channels In depth knowledge of all aspects of print and media buying Good knowledge of contract negotiation and management Knowledge of formal and informal formats for communicating with the public
KENT VALUES AND CULTURAL ATTRIBUTES	Kent Values: <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>
--	--