

## Kent County Council

### Job Description: *Kent Downs National Landscape Manager Communications and Engagement EDI Project*

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<b>Directorate:</b>	<b>Growth, Environment and Transport</b>
<b>Unit/Section:</b>	<b>Kent Downs National Landscape Team</b>
<b>Grade:</b>	<b>KR9</b>
<b>Responsible to:</b>	<b>North Downs Way Trail Manager</b>

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

The Kent Downs National Landscape and the North Downs Way National Trail Partnership are embarking on an exciting project that seeks to both encourage new audiences to the trail and upgrade parts of the trail so that they are more accessible to a wider range of people. This will include working with Project Partners to develop new audiences, delivering enhancements on, and around the trail and supporting the recruitment and training of North Downs Way Ambassadors to make the trail more accessible to groups who currently do not use the North Downs Way. The project will particularly focus on ethnic minority audiences and people with disabilities.

You will develop and lead the communication & community engagement strategy for the Putting Down Routes Project, liaising closely with the Kent Downs National Landscape colleagues, Project Partners and wider networks to develop our messages and widen our audience base. You will have experience of community engagement and communications and marketing and a passion for furthering our Equality, Diversity and Inclusivity objectives.

#### **The Putting Down Routes project aims to:**

- Introduce new audiences to the Kent Downs National Landscape and the North Downs Way National Trail by providing opportunities to access the trail in different ways.
- Work with Project Partners (Wild with Wheels and Black Girls Hike) to enable improved access to the North Downs Way National Trail
- Deliver physical enhancements along and around the North Downs Way to remove barriers and to make the Trail more accessible to a wider range of people.
- Improve & Enhance signage and interpretation to make information about the Trail more accessible and more inclusive.
- Recruit & train North Downs Way Ambassadors from a more diverse range of backgrounds so that a wider range of people represent the trail.
- Upskill existing North Downs Way Ambassadors, Kent Downs Staff, and staff in small businesses, visitor attractions and venues on the Trail to welcome people from diverse backgrounds.
- Deliver an Equality, Diversity and Inclusion legacy for the North Downs Way & the Kent Downs National Landscape.

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

- Develop and deliver a communications and marketing strategy to ensure diverse engagement with all project activities.
- Develop and deliver a community engagement strategy to ensure diverse engagement in all project activities

- Working with the Head of Marketing and Communications to ensure all communication materials and content adhere to National Lottery Heritage Fund, North Downs Way, and Kent Downs National Landscape Brand Guidelines.
- Develop relationships with a range of Diversity and Inclusion groups who can bring new audiences to the North Downs Way National Trail ensuring their integration into the work of the North Downs Way and the Kent Downs National Landscape.
- Work with Project Partners, and their community networks to develop, engage, train and support new and existing North Downs Way Ambassadors.
- Support the project, and core partners Black Girls Hike and Wild with Wheels to deliver a range of community engagement walks and events.
- Support North Downs Way Ambassadors to run high quality events for a wide range of people and develop a programme for the North Downs Way National Trail to carry on this support post project.
- Recruit North Downs Way Ambassadors, local businesses and landowners for the project's training and events programme.
- Create and distribute content to existing and new audiences that highlights the project benefits and engages new audiences.
- Be responsible for the relevant parts of the Kent Downs and North Downs Way website presence and functionality, and North Downs Way digital marketing channels.
- Develop strong relationships with local, national and specialist media, establishing regular lines of communication to achieve regular coverage with target media to build and diversify our audience base.
- Carry out monitoring and evaluation throughout the project, providing reports as required to the project team and/or funding body.
- Support the North Downs Way Trail Manager to submit financial and narrative reports to the National Heritage Lottery Fund and other funding bodies.
- Work with North Downs Way and Kent Downs staff to develop and agree legacy for all project work.
- Ensuring Equality, Diversity and Inclusion is embedded into all North Downs Way and Kent Downs work
- Undertake such additional duties commensurate with the grading of the post as required.

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: *Kent Downs National Landscape Manager Communications and Engagement EDI Project*

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>Degree or equivalent in relevant subject and/or equivalent relevant experience.</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>Experience in developing and delivering successful communications strategies.</li> <li>Experience in engaging communities from a diverse range of backgrounds.</li> <li>Good track record of planning and delivering communication materials, including social media promotional campaigns, websites (including content management) and newsletters.</li> <li>Building audience reach, diversity and engagement.</li> <li>Demonstrable experience of building positive and productive relationships with key individuals, partnerships and media organisations.</li> <li>Monitoring and evaluating communication projects</li> </ul>
<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"> <li>Excellent organisational and partnership skills, used to develop and deliver our communications strategy in an innovative and creative fashion</li> <li>Excellent communication skills including the ability to convey specialised information to non-expert audiences in an accessible and engaging ways.</li> <li>Skilled in maximising the potential of social media and other communication channels, identifying and realising communication and marketing opportunities</li> <li>The ability to use Microsoft Outlook, Excel, CANVA</li> <li>Ability to travel across Kent in a timely and flexible manner at various times of the day, occasionally at evenings and weekends</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>Excellent knowledge of communication, promotion, marketing and engagement techniques.</li> <li>Knowledge of engaging and building new and diverse audiences</li> <li>Knowledge or lived experience of disability</li> <li>Knowledge of working with underserved audiences such as ethnic minorities or people with disabilities</li> </ul>
<b>KENT VALUES AND CULTURAL ATTRIBUTES</b>	<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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