

Kent County Council

Job Description: *Campaigns & Insight Officer*

Directorate:	Growth, Environment &Transport
Unit/Section:	Explore Kent
Grade:	KR7
Responsible to:	Programmes and Communications Manager

Purpose of the Job:

To support the creation and delivery of effective marketing campaigns for Explore Kent and partner organisations, utilising research and data about how and why people access, engage with and value the environment.

Main duties and responsibilities:

1. With support from the Explore Kent Marketing Officer, be responsible for the creation and delivery of marketing and communications for Explore Kent and commissioning partners including producing regular impact reports.
2. To be responsible for delivering externally funded contracts and other projects, programmes and campaigns, as directed by the Programmes & Communications Manager and with support from the Campaigns & Marketing Officer.
3. To form new and maintain existing relationships with commissioning partners, in line with the purpose of Explore Kent.
4. To analyse and interpret research and available data, to support the Explore Kent team and commissioning partners to effectively connect with customers and facilitate behaviour change.
5. Undertake research using Google Analytics and other customer insight tools to gain understanding of audiences both for Explore Kent and partners.
6. To support the improvement of content and develop functionality on [ExploreKent.org](https://www.explorekent.org) and partner websites alongside other on-line channels (e.g. social media) to ensure first class promotion of Kent's, landscape and outdoor active offer. Undertake research using insight tools to inform development priorities.

7. Supervise workflow of 3rd party suppliers in creating high quality content and campaigns for on and off-line channels to ensure planned and effective engagement with customers.

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.

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Person Specification: *Campaigns & Insight 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	NVQ 3 (or equivalent) and/or holding or working towards a full professional qualification in a relevant subject.
EXPERIENCE	<p>Experience of on and off-line communications and marketing campaigns, including managing website and social media content.</p> <p>Experience of social media tools to enable effective reach and engagement of customers via Facebook, Twitter, Instagram etc for targeted campaigns and communications.</p> <p>Experience of research and developing insight to support communications and behaviour change initiatives.</p> <p>Experience of analysing and interpreting data, research and other information and producing clear reports.</p> <p>Experience of analysing customer usage data (such as Google Analytics and other tools) to gain understanding of customers and how to engage them.</p> <p>Experience of liaising with partner organisations / customers to improve methods and effectiveness of campaigns.</p> <p>Experience of working within a multi-agency environment to deliver multiple projects.</p>
SKILLS AND ABILITIES	<p>Well-developed written and verbal communication skills, able to identify the right means and language for each message. Demonstratable ability to write compelling copy and high quality of written communication.</p> <p>Able to network, motivate and communicate effectively with a range of stakeholders and assist to identify opportunities for new projects and services.</p> <p>Able to analyse customer insight data to inform campaigns and communications.</p> <p>Ability to use a range of IT systems and online tools to an advanced level.</p> <p>Effective project management skills.</p> <p>Ability to travel across a wide geographical area.</p>

KNOWLEDGE	<p>Marketing knowledge gained from working in a marketing and insight environment.</p> <p>Up-to-date knowledge of innovations in technology and communications such as social media, smart phone apps etc.</p> <p>Knowledge of research techniques, practices and sources (including those relating to customers getting active outdoors as well as attitudes to the environment).</p> <p>Interest in the outdoor leisure sector - walking, cycling, horse riding, parks and open spaces and knowledge of their relationship to health and wellbeing.</p> <p>Understanding of disability and equalities issues in relation to communications.</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> <p>(If this document is being used for recruitment purposes, examples of Behaviours which support the Kent Values will need to be demonstrated within the context of this post)</p>

