

## Kent County Council

### Job Description: *Project Officer (Stakeholder Engagement & Communications)*

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| <b>Directorate:</b>    | <b>Growth, Environment and Transport</b>           |
| <b>Unit/Section:</b>   | <b>Economy Team</b>                                |
| <b>Grade:</b>          | <b>KSH</b>   |
| <b>Responsible to:</b> | <b>Programme Manager (Skills &amp; Employment)</b> |

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

To lead on the day-to-day planning and implementation of stakeholder engagement and communications activity to support the delivery of the Connect to Work programme across Kent & Medway. Working closely with the Programme Manager (Skills & Employment) and the wider Economy Team to ensure proper coordination of engagement and communications activities in line with our wider ambitions for economic growth and prosperity across the county.

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

- Lead on the development and implementation of a **comprehensive stakeholder engagement plan** to ensure effective communication and collaboration with relevant stakeholders including commissioned providers, local businesses, community groups, healthcare services and government agencies.
- Create and execute a **communications strategy** to promote the Connect to Work programme including effective use of social media and other communication channels.
- Work closely with the Programme Manager (Skills & Employment) and wider Economy Team to **ensure alignment of engagement and communications activities** with the overall programme goals.
- **Organise and manage events, workshops and meetings** to engage stakeholders and promote the programme.
- **Track and report on the progress** of engagement and communication activities, including the identification and management of risks and issues.
- **Develop and distribute content** such as press releases, blog posts, case studies to highlight the success and impact of the Connect to Work programme.
- **Collect feedback from stakeholders** and use it to continuously improve engagement and communications approaches.
- **Provide support to team members and stakeholders** on effective communication and engagement practices and support in measurable engagement of participants and employers where needed.

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.

## Kent County Council

### Person Specification: *Project Officer (Stakeholder Engagement & Communications)*

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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>  |
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| <b>QUALIFICATIONS</b>       | <p>Educated to degree level or NVQ 4 or 5, Diploma in Management 5 or equivalent.</p> <p>Clear commitment to further personal and professional development.</p>  |
| <b>EXPERIENCE</b>           | <p>Experience of joint working with a range of partner organisations and agencies in the private and/ or public sector at local, regional and national level.</p> <p>Experience of managing strategic communications and stakeholder management, including working on projects/ programmes of significant complexity.</p>  |
| <b>SKILLS AND ABILITIES</b> | <p>Strong communication skills, both in writing and verbally, to communicate and present to senior staff at all levels, external stakeholders and to commissioned organisations. This includes presenting to Members.</p> <p>Able to plan and deliver projects.</p> <p>Good organisational skills and report writing.</p> <p>Able to analyse and research information independently to inform project decision making and activity.</p> <p>Ability to monitor effectiveness of engagement output.</p> <p>Ability to plan and prioritise workload to meet strict deadlines and to work with minimum direction</p> <p>Excellent presentation skills in order to effectively communicate issues to a wide audience.</p> <p>Ability to build effective relationships.</p> <p>Able to be organised, systematic and analytical.</p> <p>Commitment to equalities and the promotion of diversity and inclusion in all aspects of work.</p> |

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|   | <p>Ability to travel to meet the requirements of this service.</p> <p>Advanced IT skills appropriate to this post's responsibilities (in particularly M365 products).</p>  |
| <p><b>KNOWLEDGE</b></p>                           | <p>Comprehensive understanding of stakeholder engagement principles and practices, including the ability to identify, analyse and effectively communicate with various stakeholders.</p> <p>Proficiency in developing and executing a communications strategy, utilising various media channels.</p> <p>Familiarity with sound project management methodologies and tools, including the ability to plan, execute, and monitor engagement and communications activities.</p> <p>Sound knowledge and understanding of government initiatives and those of public bodies, particularly as it relates to skills and economic development.</p> <p>Experience in organising and managing events, workshops, and meetings to engage stakeholders and promote programmes.</p> <p>High level of political awareness, diplomacy, and sensitivity.</p> <p>Awareness of Data Protection, Freedom of Information and transparency and confidentiality issues.</p>  |
| <p><b>KENT VALUES AND CULTURAL ATTRIBUTES</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> |