

Kent County Council
Job Description : Creative Services Buyer

Directorate	Deputy Chief Executive's Dept
Unit/Section	Marketing and Resident Experience (MRX) / People and Communications
Grade	KSF
Responsible to	Creative Services Manager

Job Purpose

To purchase creative services and print materials through Marketing and Customer Experience (MRX) 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 Services 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.

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. Update and monitor live jobs on the Panacea procurement system, running weekly invoice batches and liaising with Business Support
3. Ensure all creative service buying is channeled and managed through Panacea
4. Work with suppliers to ensure best value and that specifications and standards are met whether through mini competitions or bespoke briefs
5. Monitor suppliers to ensure standards are met and maintained
6. Support the appropriate use of KCC logos, corporate identity and written content in KCC's communications output, to ensure it is consistent and compatible with KCC standards and brand guidelines.
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 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 – 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.

Qualifications	<ul style="list-style-type: none"> Professional qualification in an appropriate field or measurable successful experience of printing
Experience	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Excellent proofreading skills with a keen eye for detail 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 stakeholders, suppliers and partners Be able to work under pressure and to meet short deadlines
Knowledge	<ul style="list-style-type: none"> 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 Up to date knowledge of new and evolving media communication channels
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>
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