

<b>Directorate</b>	<b>Growth, Environment and Transport</b>
<b>Unit/Section</b>	<b>Libraries, Registration and ArchivesA</b>
<b>Grade</b>	<b>KR8</b>
<b>Responsible to</b>	<b>Service Development Manager</b>

## **Job Purpose**

1. To work closely with project team to devise and implement a marketing & communications strategy for Kent's Playground II project, promoting weekly library and early years setting sessions and related activities.
2. To be the central point of contact for all awareness-raising activities for the project, including partnerships, PR, social media and events.
3. To develop Playground II social media and web presence, write copy and upload information as required and create a blog.
4. To work closely with the documentary film maker ensuring content captures diversity and reflects the aims and objectives of the project.
5. Arrange and document regular feedback sessions with Artists, Library / Early Years staff and families.
6. To ensure effective detailed data collection and identify & grow a bank of case studies that will inform project evaluation.
7. Support the project team in implementing internal communications campaigns to raise awareness and gain support from staff across the library authority/council.
8. Oversee timetabling and co-ordinate artist activity (with assistance from project administrators)
9. Work closely with the Creative Director who will supervise this post and the project administrators.
10. Support Playground events as and when required.

# Kent County Council

## Person Specification - Playground Marketing and Engagement 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.

<b>CRITERIA</b>	
<b>QUALIFICATIONS</b>	NVQ level 4 or equivalent
<b>EXPERIENCE</b>	<p>Experience in developing and implementing effective marketing campaigns to reach diverse communities through physical and virtual channels</p> <p>Proven copy-writing and report-writing skills, including writing for the web, print and social media</p> <p>Some experience of cross-organisational and partnership working</p> <p>Experience of using web content management systems, image editing software e.g. InDesign, Adobe Photoshop</p>
<b>SKILLS AND ABILITIES</b>	<p>Excellent communication skills (verbal and written), with an ability to liaise with all levels of seniority, both internally and externally</p> <p>An interest in working with babies and families, arts &amp; culture</p> <p>Good project management skills, with the ability to produce detailed plans and keep activities on track</p> <p>Good organisational skills with the ability to prioritise and manage competing demands and work to deadlines under pressure escalating issues where needed</p> <p>Ability to take the initiative and demonstrate creativity</p> <p>Strong Microsoft Office skills (Outlook, Excel, Word and PowerPoint)</p>
<b>KNOWLEDGE</b>	<p>Good knowledge of e-marketing and proven experience of using social media to reach new audiences (e.g. Instagram, Facebook, Twitter, etc.)</p> <p>Knowledge of the principles of consultation and engagement with a diverse range of ages and backgrounds</p>

	An understanding of the customer experience and the barriers to attendance and engagement, with a genuine commitment to equality of access and opportunity
<b>BEHAVIOURS AND KENT VALUES</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>