

Directorate:	Growth Environment and Transport
Unit/Section:	Kent Downs AONB Unit
Grade:	KR7
Responsible to:	Marketing and Communications Manager

Purpose of the Job:

EXPERIENCE is an exciting €23million tourism project funded by the Interreg V Channel England France Programme. Kent County Council is one of 14 partners in France and England. The project will work with businesses and partners to develop new tourism products that engage visitors in the landscape in a way that supports and enhances that landscape. EXPERIENCE will promote new experiential tourism products through tourism fairs, media, and communication campaigns.

Working closely with colleagues in a highly skilled, multi-disciplinary team of six this role will ensure that the EXPERIENCE communications work delivers the project aims and objectives for consumer, business, and stakeholder audiences of the Kent Downs AONB and the North Downs Way. Together with the project team, you will efficiently and effectively deliver the activities included in the EXPERIENCE Marketing and Communications strategy and action plan. Working with external agencies, freelancers, and suppliers you will coordinate and deliver requirements to facilitate Marketing, Communications and Business engagement deliverables.

Main duties and responsibilities:

- Deliver EXPERIENCE campaign activities across all online and offline channels including the website, social media, email newsletters, press releases, flyers, and posters for the Kent Downs AONB and North Downs Way (NDW) EXPERIENCE project
- Be responsible for keeping the EXPERIENCE B2B and B2C sections of the Kent Downs and North Downs Way websites up to date, creating new pages as required in WordPress, creating content, making updates, and adding internal and external links where relevant.
- Develop and manage our email database and mailing lists ensuring contacts are up to date, correctly segmented and tagged and work with platform providers to ensure our systems interlink and work as expected.
- Help develop and deliver the social media plan for EXPERIENCE including creating weekly post updates in Hootsuite or similar scheduling tool and engaging with relevant partners, businesses, and organisations through their social channels.
- Co-ordination of EXPERIENCE virtual and in person events and training including setup of registration on Eventbrite, follow up support, attendee reports and ensure everything is in place including location, participants, and refreshments etc.
- Working with the Communications and Marketing Manager and content freelancers deliver and proofread website, email, and marketing content to ensure it is search engine optimised and engaging for our audiences.

- Identify promotional and PR opportunities with Visit England, Visit Britain, and other organisations for the EXP project and wider Kent Downs.
- Monitor and measure campaign performance and ongoing engagement across all digital channels (e.g., website, social media, newsletters) against objectives and make recommendations for improvements to optimise results.

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.

Kent County Council

Person Specification: Communications and Marketing 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	Educated to RFQ level 6 (Bachelor's degree) in relevant field e.g., place marketing, communications, tourism, or inward investment.
EXPERIENCE	<p>Demonstrable experience of delivering effective marketing and communications based activities, campaigns, and projects on time and to budget in a competitive, customer-facing organization ideally within the heritage, tourism, culture, or environmental sectors.</p> <p>Experience of building successful and strong working relationships with internal and external colleagues and partners, agencies and freelancers to coordinate delivery effectively.</p> <p>Experience of online or digital marketing including knowledge of search engine optimization and social media routes to market.</p> <p>Experience of creating strong, engaging content.</p> <p>Experience of working with website and e-newsletter platforms particularly WordPress and Mailchimp.</p>
SKILLS AND ABILITIES	<p>A self-starting and motivated individual, able to take the initiative, organise and manage multiple complex projects, and work autonomously to prioritise and deliver realistic and achievable goals.</p> <p>Excellent written, verbal, presentation, numeracy and ITC skills including ability to maintain spreadsheets, produce information, report writing and word processing. Kent Downs AONB office use Microsoft Office 365.</p> <p>Excellent interpersonal skills with the ability to build strong working relationships and communicate clearly and accurately to a variety of audiences. Good IT skills with evidence of working with the MS Office suite of programs.</p> <p>Strong communicator willing to work in an integrated way to achieve programme responsibilities on time and to budget.</p> <p>Ability to innovate and adapt, and look for alternative solutions to problems.</p> <p>Due to the outward facing nature of this role fluency in English is essential.</p>

KNOWLEDGE	<p>Strong understanding of the full marketing mix across all media and channels</p> <p>An understanding of key email marketing metrics.</p> <p>Understanding of social media, digital marketing, and website led communications activities.</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>