

## Kent County Council

### Job Description: Marketing & Communication Projects Manager

<b>Job Title</b>	<b>Marketing &amp; Communication Projects Manager</b>
<b>Directorate</b>	<b>Strategic and Corporate Services</b>
<b>Unit/Section</b>	<b>Marketing and Resident Experience / People and Communications</b>
<b>Grade</b>	<b>KR12</b>
<b>Responsible to</b>	<b>Marketing &amp; Resident Experience Partner (GET and CYPE)</b>

#### **Job Purpose**

To lead the delivery of a wide range of marketing, communications and customer experience projects for GET and CYPE directorates that are focused on resident and audience needs, offer better experiences of our services and that make a positive impact. To co-ordinate the resources needed across the Marketing and Resident Experience team to deliver projects and activity to deadlines and budgets, spotting dependencies on other work, potential issues and opportunities to join up activities. To work collaboratively with teams within Marketing & Resident Experience and with directorate teams, building and managing relationships and providing advice and support to ensure their policy and strategic thinking is reflected back into the Marketing and Resident Experience team.

#### **Accountabilities**

1. Manage and deliver marketing, customer experience and communications activity, using user research and insight to create compelling campaigns and promotional activity, and creating and directing editorial content creation for online and offline channels.
2. Provide strategic and expert advice and support to GET and CYPE teams on a wide range of marketing, customer experience and communications issues and projects.
3. Ensure projects are delivered to agreed expectations, are customer focused, high quality and comply with relevant standards, branding guidelines and regulatory requirements.
4. Act as a key liaison between directorate colleagues and the Marketing and Resident Experience Team, managing and resolving issues, and collaborating with colleagues to proactively tackle reputation and customer experience issues and opportunities.
5. Lead the planning and prioritisation work for directorate projects in collaboration with colleagues in the Marketing and Resident Experience team.
6. Develop and manage communications plans to make sure the council is communicating relevant news, information, advice and guidance to the right audiences, on the right channels at the right time.

7. Manage the evaluation of marketing and resident experience projects and share best practice among colleagues to inform future projects.
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8. Provide support to other members of the Marketing and Resident Experience team, including matrix management when required.
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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: Marketing & Communication Projects  
 Manager

	CRITERIA
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>Professional / degree level qualification in an appropriate field or demonstrable/proven experience in a similar role.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Extensive experience in planning, prioritising, managing, delivering and evaluating marketing, communications and customer experience projects.</li> <li>Extensive experience in producing content for a range of channels and audiences.</li> <li>Experience of managing, tackling and resolving reputational or customer experience issues.</li> <li>Experience in building and managing relationships across large scale organisations.</li> <li>Experience in directing and supervising the work of others to deliver projects that meet agreed objectives, within budget, timescale and resources.</li> </ul>
<b>Skills and Abilities</b>	<ul style="list-style-type: none"> <li>Ability to understand operational issues and think strategically.</li> <li>Excellent research, content production and evaluation skills.</li> <li>Excellent project management and relationship-building skills.</li> <li>Excellent communication, influencing, negotiation and conflict management skills, and ability to build consensus and manage expectations.</li> <li>Strong content production skills.</li> <li>Self-starter and initiative taker.</li> <li>Proficient in the use of MS 365 (Office) applications as well as digital production and scheduling tools.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Excellent knowledge of marketing, customer experience and communication strategies, concepts and tactics, covering branding and design, campaign development, content creation, digital publishing, advertising, media relations and evaluation.</li> <li>Good knowledge of public sector issues.</li> <li>Understanding of the current political landscape and</li> </ul>

	<p>the issues facing local authorities.</p> <ul style="list-style-type: none"> <li>• Knowledge of data protection and intellectual property regulations and their application to marketing, customer experience and communications.</li> </ul>
<b>Kent Values and Cultural Attributes</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>

All corporate directors, directors and senior managers have an explicit responsibility to deliver the collective agenda of the Council. These are fundamental elements of their role not an addition and are summarised as follows:

### **Whole Council**

- Seek to improve the lives of all residents in Kent and economy of Kent
- Act as corporate parent to the Council's looked after children
- Take an active role in promoting and ensuring the Council's responsibilities for safeguarding are met.
- Understand, communicate and contribute to the delivery of KCC's strategic aims
- Meet statutory obligations and promote and ensure compliance with policies and procedures and the Council's Code of Conduct (Kent Code).
- Advise elected members and support the democratic process
- Promote the Council brand and enhance the overall reputation of the Council
- Understand and monitor the measures of performance, including customer insight, which define successful outcomes for KCC services
- Maintain and ensure a relentless focus on the customer
- Act to support the Council-wide need to deliver services within budget, thereby avoiding an overspend that could damage the financial viability of the Council
- Overcome professional and service silos to achieve the County Council's objectives.

### **Integration of Services**

- Focus resources where they have the biggest impact
- Deliver services that are flexible and adaptable
- Integrate services within KCC and work with partner agencies to ensure a seamless customer experience
- Fully and inclusively engage all staff in the delivery of services, demonstrating the Council's leadership values and competencies.

### **Embedding Commissioning and Engaging relevant markets**

- Establish an outcome focused organisation
- Meet the financial regulations and standing orders of KCC
- Challenge the status quo and engage with the market to constantly improve
- Ensure all services are delivered effectively and efficiently
- Proactively and continuously seek to improve service delivery
- Proactively manage risk to avoid inertia whilst not exposing the Council to needless and avoidable challenge or loss

# Organisational responsibilities

## Job description guidance



### Managing Change

- Understand and support the Authority's overall change agenda
- Deliver required outcomes of service specific change on time and to budget
- Understand the quality of staff, support their development, nurture those with talent
- Identify the skills for the future and the level of staff through robust workforce planning
- Identify and deal with underperformance.
- Deliver to agreed budget and income targets.