

Kent County Council

Job Description: *Social Media and Campaign Coordinator*

Directorate:	Deputy Chief Executive's Department
Unit/Section:	Marketing and Resident Experience (MRX)
Grade:	KR9
Responsible to:	Marketing and Digital Manager

Purpose of the Job:

Support delivery of the marketing communications function within the Marketing and Resident Experience (MRX) team by coordinating, monitoring and planning various aspects of campaign and channel management activity, as directed by the Campaigns Manager and the Marketing and Digital Manager. Create or oversee the production and use of high quality content across a range of (mostly digital) channels and monitor performance of campaign tactics, marketing channels and digital content.

Main duties and responsibilities:

- Create and schedule content on KCC's corporate social media channels, ensuring that they provide a range of up to date, helpful, engaging and trusted content for the council's audiences.
- Monitor engagement and comments across all corporate social media accounts, responding as required in line with the council's relevant policies and procedures.
- Support the Campaigns Manager with running integrated marketing communications campaigns, helping to make sure that campaigns run on time and to budget.
- Run a portfolio of small and medium sized campaigns from brief, planning, execution and evaluation, to help make sure that marketing communications objectives are met.
- Plan, arrange and monitor the performance of paid digital marketing tactics, including paid search and paid social media ads to help make sure that KCC derives good value for money from all advertising spend.
- Provide marketing research support to help ensure that MRX's marketing communications activities are evidence based.
- Liaise and collaborate with colleagues across MRX in order to effectively plan, prioritise and produce marketing communications activity.
- Provide advice and guidance to colleagues, as required, on matters relating to social media, digital marketing and evaluation so that knowledge is effectively shared across the team.

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: *Social Media and Campaign Coordinator*

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	<ul style="list-style-type: none">• Degree in a marketing or business related subject; or equivalent relevant experience in a similar role; or professional qualification(s) from a recognised marketing-related training provider (e.g. Chartered Institute of Marketing).• Google Ads qualification
EXPERIENCE	<ul style="list-style-type: none">• Significant experience of developing effective, evidence-based, customer-focused, content and campaign activity.• Extensive experience in Pay Per Click advertising (especially Google ads), with experience in setting up ads and PPC campaigns, including audience targeting, keywords and optimisation.• Significant experience in social media management for organisations, including content writing and creation of visuals, scheduling, monitoring, responding and setting up paid advertising (especially Facebook, Twitter / X, Instagram and LinkedIn).• Experience of using other digital and non-digital marketing platforms and advertising media such as radio, digital TV, local print media and out of home advertising.
SKILLS AND ABILITIES	<ul style="list-style-type: none">• Highly skilled in using digital marketing techniques and tools (especially social media platforms and Google Ads) to achieve campaign and communications objectives.• Excellent written content creation skills with excellent attention to detail. Ability to produce a high standard of engaging social media content (copy and graphic) and the ability to use basic image creation and editing tools such as Canva.• Excellent project management skills, marketing campaign planning skills and ability to organise activity and liaise with third party suppliers and partners. Ability to collaborate and work well as part of a team as well as the ability to work on own initiative and take responsibility for decisions relating to own work.• A very high standard of communication and copywriting skills and the ability to converse in English at ease with the public, answer questions and provide advice, including the use of any specialist terminology relevant to the role and organisation.
KNOWLEDGE	<ul style="list-style-type: none">• Extensive knowledge of the digital marketing and social media landscape for business use, including platform features, audiences, risks and costs.• A good working knowledge of the main marketing and campaign principles, theories, models and techniques, combined with a good understanding of the relative strengths and weakness of such approaches and a good working knowledge of marketing research and technologies.

	<ul style="list-style-type: none"> • A practical understanding of the regulatory framework within which activities need to take place, including Data Protection (GDPR), Privacy and Electronic Communications Regulations (PECR), Local Authority Code of Conduct on Publicity, Copyright / Intellectual Property and the Committee of Advertising Practice (CAP) & Advertising Standards Authority (ASA) Codes.
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>