

Kent County Council

Job Description: *Communications Support Officer*

Directorate:	Deputy Chief Executive's Department
Unit/Section:	Marketing and Resident Experience
Grade:	KSG
Responsible to:	Corporate Communications Manager

Purpose of the Job:

Create and deliver timely and impactful content and briefings for residents and the media linked to the Council's new strategic statement and associated priorities. Support the Leader, and other members of the Cabinet as required, in engaging with residents, the media, partners and businesses about the drive to deliver both high quality public services and value for money. Liaise with stakeholders both within the council and externally to ensure that in all content generated, the outcomes and outputs of the Council are clearly explained and promoted.

Main duties and responsibilities:

1. Accompany the Leader, senior members and officers to meetings, interviews and appropriate external engagements, ensuring effective media management and generating content for use across social media channels as required.
2. Create and develop social media assets, including processing and editing event photography, subtitling videos and creating and editing images and graphics for publication on KCC Corporate Channels or to distribute to Members.
3. The primary focus of this role is to support the portfolios of activity sitting underneath the Leader and Deputy Leader of the Council although it is essential to work closely with colleagues across the MRX team who support the directorates of the Council.
4. Provide support on strategic messaging identifying positive stories about the work of the Council and its staff.
5. Create and deliver high-quality, engaging content for various external communication channels, including newsletters, internet, emails, and digital signage.
6. Promote the aims and achievements of the council to residents, partners and key stakeholders, working with the senior leadership of the council and colleagues in MRX as required.

7. Ensure coverage of content across multiple channels, including national, trade and local media outlets as well KCC's own communications channels.
8. Advise and draft briefings for Members, officers, colleagues and partner organisations on issues as required in collaboration with services and colleagues in MRX.
9. Track, review and evaluate media and KCC social media channels activity and coverage, producing and presenting reports for inputting into relevant communications and marketing presentations as required and making recommendations to improve reach, impact and effectiveness.
10. Form part of the 'out-of-hours' media handling team on a rota basis across weekends and weekday evenings.

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: *Communications Support 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	Professional qualification in a relevant field or experience as a media or PR officer.
EXPERIENCE	Experience of working in a media environment Dealing with journalists; placing content and reputational management
SKILLS AND ABILITIES	Excellent communications skills, both written and oral Able to create compelling and newsworthy content in multiple formats, including both written and visual content Able to advise the Leader of the Council, Chief Executive and other senior people in a fast-paced, demanding environment. Fluent in using social media and other relevant digital platforms, including producing and clipping content, to help residents and stakeholders understand the work of the Council.. Able to build effective relationships with colleagues, partners and key stakeholders. Able to edit, proof read and summarise copy, and explain complex policies and topics clearly Comfortable and effective at formal meetings and social events. Good research and evaluation skills. Excellent attention to detail and accuracy. Able to work flexibly in terms of hours of work, location of work, topics covered and duties undertaken. Able to be resilient under pressure. Able to think creatively and quickly, responding to a range of different circumstances to effectively advise and generate media and social media

	coverage
KNOWLEDGE	<p>Understanding of the processes involved in dealing with journalists and media organisations</p> <p>Awareness of the political, economic, and social issues affecting local government organisations</p> <p>Practical understanding of communications methods and practices, including the effective use of social media channels.</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>