

Kent County Council

Job Description: *Marketing Designer*

Directorate:	Strategy and Corporate Services
Unit/Section:	Marketing and Resident Experience / People and Communications
Grade:	KR10
Responsible to:	Creative Services Manager

Purpose of the Job:

To design and produce high impact concepts and convert those into a range of visual assets across multiple channels and platforms (including website, email, social media, display, print and large format), that support the council's marketing and resident experience objectives. To develop innovative ways to inform, engage and influence audiences and to help manage the council's brands.

Main duties and responsibilities:

- Design effective campaign concepts and visual assets for the team's brand, content, digital and services marketing activities, including website, email, social media, display and video assets.
- Create positive customer experiences by designing assets around the successful completion of a customer journey, marketing pathway or related business process.
- Lead immersion and discovery activities, collating and analysing evidence and research from multiple internal and external sources to inform the development of a brief, concept creation and design decisions.
- Help to solve problems with effective solutions by contributing ideas and innovative thinking to creative development activities across the team.

- Ask questions, listen and apply knowledge to define business problems and marketing objectives, clarify a need or requirement, develop a working brief and create focus and purpose for your work and others.
- Organise, prioritise, schedule and co-ordinate your own workload to ensure timely and efficient delivery, taking direction from senior members of the team

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: *Marketing Designer*

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">• Design related, degree-level qualification or equivalent
Experience	<ul style="list-style-type: none">• Proven experience of marketing design / graphic design in marketing communications or campaign-led environment, working either at an agency or within an in-house team• Extensive experience of creating original concepts and visual assets across a range of digital formats and channels including website, social media, video and advertising channels.• Experience of working to and within predefined brand guidelines
Skills and Abilities	<ul style="list-style-type: none">• Ability to generate strong creative concepts and ideas• Ability to ask the questions needed to generate an effective brief and deliver high-impact, creative solutions to short deadlines• Strong grasp of key design principles, typography, layout, attention to detail, and conceptual skills• Highly proficient in the use of industry standard design software (including Adobe Creative Cloud)• High-level communication, storytelling and relationship building skills
Knowledge	<ul style="list-style-type: none">• Excellent knowledge of both digital and print design and a deep understanding of brand management.• Knowledge of social media, email and other digital channels and the formats for the various platforms and media, as well as video editing, GIF creation and other moving image formats• Knowledge of evaluation and analytics and how these can be used to develop and improve designs and creative solutions• Knowledge of UX design or other customer centric design approaches• Knowledge of data protection, copyright, advertising codes and other regulations that apply to creative work.

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>
--	--