

Kent County Council

Job Description: *B2B Marketing Officer*

Directorate: Growth, Environment and Transport

Unit/Section: Growth and Community

Grade: KSF

Responsible to: IBI Communications Manager

Purpose of the Job:

To deliver effective Business to Business marketing and communications activity for Economy services, helping businesses access funding, skills, employment, investment and growth opportunities. Working within IBI Creative, the post holder will develop and deliver audience-focused campaigns, create engaging content, manage digital channels, and use insight and performance data to maximise engagement and support Kent's economic growth objectives.

Main duties and responsibilities:

- Develop and deliver communications and marketing plans for Economy services, programmes and projects, aligned to business objectives.
- Work with service leads and stakeholders to identify priorities, understand target audiences and develop effective communications approaches.
- Create and manage content across a range of channels, including websites, newsletters, email campaigns, social media, video and promotional materials.
- Plan, deliver and evaluate integrated marketing campaigns that promote business support, skills, employment, investment and regeneration opportunities.
- Manage and maintain digital communications channels, ensuring content is accurate, accessible, current and audience-focused.
- Use audience insight, analytics and performance data to inform communications activity, measure impact and identify opportunities for improvement.
- Build and maintain productive relationships with internal colleagues, partner organisations, employers and other stakeholders to support coordinated communications activity.
- Provide professional marketing and communications advice to allocated services and projects, ensuring activity aligns with organisational priorities and best practice.
- Support collaborative working across IBI Creative and the wider Innovation team, sharing knowledge, skills and good practice with colleagues.
- Undertake other duties commensurate with the grade and responsibilities of the post.

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: *B2B 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	Degree in marketing, communications, digital media, business or a related discipline, or equivalent relevant professional experience.
EXPERIENCE	• Experience of developing and delivering audience-focused communications and marketing campaigns. • Experience of communicating with business audiences and stakeholders. • Experience of planning, delivering and evaluating digital marketing activity across multiple channels. • Experience of managing social media channels, email marketing and website content. • Experience of producing a range of content including articles, case studies, newsletters, graphics and video. • Experience of working collaboratively with internal and external stakeholders.
SKILLS AND ABILITIES	• Excellent written and verbal communication skills with the ability to create clear, engaging content in plain English. • Strong digital marketing, content creation and campaign management skills. • Ability to analyse performance data and use insight to improve outcomes. • Strong organisational skills with the ability to manage competing priorities and deadlines. • Ability to build productive working relationships and provide professional advice to stakeholders. • Good attention to detail and commitment to quality standards.
KNOWLEDGE	• Understanding of business-facing communications and marketing principles. • Knowledge of digital communications channels, email marketing and social media platforms. • Understanding of audience insight, analytics and campaign evaluation techniques. • Awareness of accessibility, copyright, GDPR and communications best practice requirements. • Understanding of the role of economic development and business support services within local government.
KENT VALUES AND CULTURAL ATTRIBUTES	Kent Values: • 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 Our values enable us to build a culture that is: Flexible/agile - willing to take (calculated) risks and want people that are flexible and agile Curious - constantly learning and evolving Compassionate and Inclusive - compassionate, understanding and respectful to all Working Together - building and delivering for the best interests of Kent Empowering - Our people take accountability for their decisions and actions Externally Focused - Residents, families and communities at the heart of decision making
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