

Kent County Council

Job Description: *Marketing Officer - Explore Kent*

Directorate: Growth, Environment and Transport

Unit/Section: Explore Kent

Grade: KR9

Responsible to: Engagement & Communications Manager

Purpose of the Job:

To manage and lead the development and delivery of creative, high-quality, targeted campaigns for Explore Kent and partner organisations, including Public Rights of Way, Active Kent & Medway, Active Travel and the wider Explore Kent Partnership, using on and offline channels.

Main duties and responsibilities:

1. Deliver projects, improve content and develop functionality on [ExploreKent.org](https://www.explorekent.org) and partner websites alongside other on-line channels (e.g. social media) to ensure first class promotion of Kent's, landscape and outdoor active offer. Undertake research and use Google Analytics and other customer insight tools to inform development priorities.
2. Take a lead on the creation and delivery of marcom strategies for Explore Kent and commissioning partners including producing regular reports.
3. Deliver externally funded contracts and other projects, programmes and campaigns as directed by the Engagement and Communications Manager for partners such as Public Rights of Way, Active Travel and Active Kent and Medway.
4. Work alongside partners in the public, private and voluntary sectors to jointly support the Explore Kent initiative and its products and services to promote outdoors activities, maximising the benefits for active tourism and health & wellbeing.
5. Oversee / produce printed materials as required according to Explore Kent, KCC and any relevant partner brand guidelines and ensuring Explore Kent quality standards.
6. Write, edit, proof-read, and coordinate internal and external marketing collateral, press releases and documents through an appreciation of content marketing. Being responsible for the quality of on and off-line content of the team and third parties.

7. Be responsible for the day-to-day supervision of Explore Kent staff and monitor the progress and quality standards of projects and third party agents. To supervise the workflow of Explore Kent Insight & Campaigns Officer, Marketing Assistant, and third party agents.
8. Contribute to the budget forecasting process for Explore Kent and managed commissions and manage delegated budgets.

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: *Marketing Officer- Explore Kent*

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">• NVQ 3 (or equivalent) and/or holding or working towards a full professional qualification in a relevant subject (e.g., CIM).
EXPERIENCE	<ul style="list-style-type: none">• Significant experience of managing / developing a successful consumer website using Content Management Systems.• Experience of best-practice search engine optimisation.• Experience of tracking website traffic via Google Analytics to identify trends in site usage, visitor statistics, to develop an 'online viewer' profile and assess how to better engage customers.• Demonstrable experience of social media tools to enable innovative and strategic increase in online traffic.• Proven experience of online communications and / or marketing campaigns.• Proven experience of designing and producing promotional literature.• Experience of producing high quality, engaging copywriting and being able to supervise and ensure the quality of communications of team members and third parties.• Proven experience of working within a multi-agency environment to deliver multiple projects.• Proven experience of consulting customers and applying learning to service improvement.• Proven experience of using management information to prioritise areas for improvement or opportunity for development.
SKILLS AND ABILITIES	<ul style="list-style-type: none">• Ability to use a range of IT systems and online tools to an advanced level.• First class copywriting skills, being able to adapt tone of voice depending on topic and audience.• Excellent IT skills - holds ECDL or equivalent IT qualification or can demonstrate equivalent level of skill.• Proficient in using design software and an 'eye for good design'.

	<ul style="list-style-type: none"> • Able to implement detailed customer insight projects and analyse customer insight data to improve service delivery. • Able to network, motivate and communicate effectively with a range of stakeholders and identify opportunities for new projects and services. • Well-developed written and verbal communication skills, able to identify the right means and language for each message. • Good project management skills. • Ability to travel across a wide geographical area. • Ability to effectively supervise the workflow and quality of other members of the team and 3rd part agents.
KNOWLEDGE	<ul style="list-style-type: none"> • Excellent marketing knowledge gained from working in a marketing environment. • Knowledge of Graphic Design Theory. • Up-to-date knowledge of innovations in technology and communications such as social media, smart phone apps etc. • Understanding of outdoor leisure sector and the its relationship to economic development and health & wellbeing. • Good knowledge of disability and equalities issues in relation to web development and customer engagement.
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>