

**Directorate:** Strategic and Corporate Services

**Unit/Section:** Kent Communications

**Grade:** KR8

**Responsible to:** Creative Services Manager

### **Purpose of the Job**

To purchase creative services including design, artwork and print materials for Kent County Council. As one of two Creative Services Buyers the job is to take design and artwork work requests from concept right through to delivery using our roster of designers, specialists and print framework suppliers. The authority has a print procurement system called Panacea which the creative service buyers use to procure external suppliers.

The role involves helping manage the creative services workflow and ensure delivery of projects to deadline. And also to act as 'guardian' of the KCC brand.

### **Main duties and responsibilities**

- Manage an efficient, cost effective process for the purchase of creative services (to include graphic design, art-working, social media assets, print and media), ensuring consistency in branding and appropriateness for the audience
- Ensure all creative service buying is channelled and managed through this central role
- Monitor suppliers to ensure standards are met and maintained
- Identify creative services requirements for the organisation and working closely with Kent Communication suppliers to ensure best value to specification and standards are met
- Manage the process for buying all media - advertising - for KCC services, ensuring consistency of branding, appropriate style, and an ability to evaluate spend
- Manage the use of KCC logos, corporate identity and written content across KCC's communication output to ensure it is consistent and compatible with KCC standards
- Manage work flow for print and design and ensure deadlines are adhered to and content provided for creatives and print suppliers

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: *Creative Services Buyer*

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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.

	<b>CRITERIA</b>
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>Professional qualification in an appropriate field or measurable successful experience of printing</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>Experience of buying print and print materials</li> <li>Experience of print management</li> <li>Experience of buying Creative Services including for online as well as offline</li> <li>Experience of media buying across the spectrum (digital and non digital)</li> <li>Proven experience of working well with people at all levels</li> </ul>
<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"> <li>Essential - Good understanding of creative processes</li> <li>Essential - Good understanding and knowledge of print materials and processes</li> <li>Essential - Able to research, evaluate and negotiate</li> <li>Essential - High level communication skills</li> <li>Essential - Able to build effective relationships with key players, stakeholders and partners</li> <li>Essential - An eye for detail</li> <li>Essential - Be able to work under pressure and to meet short deadlines</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>Essential - Up to date knowledge of new and evolving media communication channels</li> <li>Essential - In depth knowledge of all aspects of print and media buying</li> <li>Essential - Good knowledge of contract negotiation and management</li> <li>Essential - Awareness of Data Protection</li> </ul>
<b>BEHAVIOURS AND KENT VALUES</b>	<b>Kent Behaviours</b>

- Acting with integrity, honesty and transparency
- Welcoming and expecting change and evolving technology
- Willing to learn; working as one council and treating people fairly and with respect
- Open to challenge and actively encouraging and expecting contribution
- Self-sufficient, taking personal and professional responsibility for our actions
- Enthusiastic, can-do attitude, working collaboratively as part of a team

**Kent Values: (These can be found on KNet and [kent.gov.uk](http://kent.gov.uk))**

These values apply to all KCC employees and underpin everything we do with customers, partners and colleagues.

Open – acting with integrity, honesty and transparency, willing to learn and treating people fairly and with respect

Invite contribution and challenge – working collaboratively to find new solutions that put the interests and wellbeing of Kent people first (or putting the citizen in control)

Accountable – taking personal and professional responsibility for our actions, performance and the Council's money