

## Kent County Council

### Job Description: Campaign Manager

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**Directorate:** Children, Young People and Education

**Division:** Community Learning and Skills (CLS)

**Grade:** KR9

**Responsible to:** Head of Marketing & Sales

#### **Purpose of the Job:**

Act as lead role to identify, agree and coordinate and manage the CLS marketing campaign activities to ensure CLS stakeholder and business objectives are met and proactively develop, in partnership with KCC Central communication, the CLS Public Relations approach.

#### **Main duties and responsibilities:**

1. Assess feedback from CLS internal and external customers to identify marketing needs and to produce a campaign plan to meet those needs.
2. Develop and recommend marketing and campaign ideas through a variety of media to CLS internal customers and agree campaign plans that will support achievement of CLS objectives.
3. Co-ordinate the delivery of marketing campaigns using the most cost and time efficient methods in accordance with agreed specifications.
4. Obtain and coordinate the support of other marketing team members to inform the development and deployment of effective campaign plans.
5. Monitor the effectiveness of campaigns and provide feedback as appropriate to inform future delivery.
6. Work closely with colleagues in CLS, KCC and external partners to enable effective marketing campaigns within a budget and campaigns and PR that support and input to the CLS business and marketing strategy.
7. Appraise and deploy industry best practice in campaign management and PR to ensure CLS retains a competitive position in the market.

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.

## PERSON SPECIFICATION

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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.

CRITERIA	
Qualifications	<ul style="list-style-type: none"><li>• A good standard of English and Mathematics to GCSE A-C grade or equivalent.</li><li>• A marketing qualification to a minimum certificate standard or equivalent</li></ul>
Experience	<ul style="list-style-type: none"><li>• Experience of fully integrated campaign planning and evaluation</li><li>• Experience of direct and on line marketing</li><li>• Experience of managing budgets</li><li>• Experience of leading the planning and deployment of campaigns</li><li>• Experienced presenter to all levels in an organisation</li><li>• Experience of briefing internal staff and external agencies on campaign briefs</li></ul>
Skills and Abilities	<ul style="list-style-type: none"><li>• Ability to agree and coordinate activities among customers, suppliers and internal staff to achieve agreed result</li><li>• Ability to input to the development of marketing strategy and planning</li><li>• Ability to listen and communicate effectively to colleagues and internal customers</li><li>• High level of literacy skills</li><li>• Ability to deliver campaigns to time and specification</li><li>• Ability to develop relationships with people and develop partnerships</li><li>• Ability to use a professional approach and use appropriate tools</li><li>• Ability to deliver agreed outcomes and deliver to timescales</li></ul>
Knowledge	<ul style="list-style-type: none"><li>• A good knowledge of marketing planning and campaign strategies</li><li>• Knowledge of recent developments in integrated marketing campaigns</li></ul>
BEHAVIOURS AND KENT VALUES	<p>Kent Values:</p> <ul style="list-style-type: none"><li>• We are brave. We do the right thing, we accept and offer challenge</li><li>• We are curious to innovate and improve</li><li>• We are compassionate, understanding and respectful to all</li><li>• We are strong together by sharing knowledge</li><li>• We are all responsible for the difference we make</li></ul>