

<b>Directorate:</b>	<b>Strategic and Corporate Services</b>
<b>Division:</b>	<b>Deputy Chief Executive's Department</b>
<b>Group:</b>	<b>Marketing and Resident Experience</b>
<b>Grade:</b>	<b>KR11</b>
<b>Responsible to:</b>	<b>Head of Marketing and Resident Experience</b>

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### **Purpose of the job:**

To work in partnership with KCC directorates, providing high quality advice and guidance relating to the legal framework for consultation, helping to develop and deliver programmes of engagement and consultation. To provide external communications and marketing advice and ensure their policy and strategic thinking is reflected back into Marketing and Resident Experience (MRX). Manage engagement and consultation as part of the wider marketing function ensuring alignment of messaging and the complete customer experience.

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

- Contribute to the development of KCC's engagement platform, including designing and publishing content and optimising its use across the council ensuring prioritisation and strategic planning are undertaken.
- Provide legally robust consultation advice, strategic guidance and support to directorates and other stakeholders on devising and developing effective consultation and engagement activity and programmes.
- To manage the planning and delivery of consultations and the related communications campaigns including analysis and evaluation to produce reports and/or presentations that deliver evidence-based learnings and foster a culture of continuous improvement.
- To be the conduit for consultation and engagement programmes and priorities between directorate colleagues and teams within Deputy Chief Executive's Department, engaging other colleagues as required.
- To contribute to the planning and review of activity within MRX, exploring effective methods for consultation and engagement across all channels and alignment of messaging.
- To develop and maintain relationships with directorate colleagues and partners, being the first point of contact for consultation and engagement advice.
- Keep abreast of developments and changes to the legal framework of public consultations as well as outcomes and experience in the public sector to identify and highlight potential organisational risk with existing practices.

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 the post

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>	Educated at least to degree level or equivalent or be able to demonstrate relevant professional experience
<b>EXPERIENCE</b>	<ul style="list-style-type: none"><li>• Demonstrably successful background in consultation, engagement, and communications in a lead role</li><li>• Experience of managing relationships across a large-scale organisation</li><li>• Experience of working in the public sector with elected Members and senior officers</li><li>• Experience and proven track record of developing effective engagement strategies, and or plans</li><li>• Experience and proven track record of engaging with diverse audiences, in person and through written communications</li></ul>
<b>SKILLS &amp; ABILITIES</b>	<ul style="list-style-type: none"><li>• Ability to think at a strategic level</li><li>• Excellent written and oral communication skills</li><li>• Self-starter and initiative taker</li><li>• Excellent analytical and planning skills</li><li>• Skilled at managing relationships positively at all levels across the organisation</li><li>• Political astuteness and ability to persuade through argument</li><li>• Understanding of how to make complex material simple to digest and understand</li><li>• Ability to manage competing priorities, and able to deal with the pressures arising from this</li><li>• Commitment to equalities and the promotion of diversity in all aspects of working</li></ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"><li>• Demonstrable understanding of the legal requirements of public consultation for the public sector</li><li>• Demonstrable understanding of consultation, engagement and communication methods</li><li>• Demonstrable understanding of project and campaign management techniques</li><li>• Demonstrable understanding of Data Protection, GDPR and Accessibility requirements</li></ul>

<b>KENT VALUES AND CULTURAL ATTRIBUTES</b>	<p><b>Kent Values:</b></p> <ul style="list-style-type: none"> <li>• We are <b>brave</b>. We do the right thing, we accept and offer challenge</li> <li>• We are <b>curious</b> to innovate and improve</li> <li>• We are <b>compassionate</b>, understanding and respectful to all</li> <li>• We are <b>strong together</b> by sharing knowledge</li> <li>• We are all <b>responsible</b> for the difference we make</li> </ul> <p>Our values enable us to build a culture that is:</p> <p><b>Flexible/agile</b> - willing to take (calculated) risks and want people that are flexible and agile</p> <p><b>Curious</b> - constantly learning and evolving</p> <p><b>Compassionate and Inclusive</b> - compassionate, understanding and respectful to all</p> <p><b>Working Together</b> - building and delivering for the best interests of Kent</p> <p><b>Empowering</b> - Our people take accountability for their decisions and actions</p> <p><b>Externally Focused</b> - Residents, families and communities at the heart of decision making</p> <p>If this document is being used for recruitment purposes, examples of Behaviours which support the Kent Values will need to be demonstrated within the context of this post.</p>
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