

Kent County Council

Job Description: Communications and Marketing Assistant

Directorate:	Growth, Environment & Transport
Unit/Section:	Kent Downs AONB Unit
Grade:	KR6
Responsible to:	Marketing and Communications Officer

Purpose of the Job:

EXPERIENCE is an exciting €23million tourism project funded by the Interreg V Channel England France Programme. Kent County Council is one of 14 partners in France and England. The project will work with businesses and partners to develop new tourism products that engage visitors in the landscape in a way that supports and enhances that landscape. EXPERIENCE will promote new experiential tourism products through tourism fairs, media and communication campaigns.

Working closely with colleagues in a highly skilled, multi-disciplinary team of six this role will ensure that the EXPERIENCE communications work delivers the project aims and objectives for consumer, business and stakeholder audiences of the Kent Downs AONB and the North Downs Way. You will assist the project team to efficiently and effectively deliver the activities included in the EXPERIENCE Marketing and Communications strategy and action plan. Working with external agencies, freelancers and suppliers you will coordinate and deliver requirements to facilitate Marketing, Communications and Business engagement deliverables.

The role will involve direct support to the Marketing and Communications team and the Business Engagement and Tourism Manager. You will be working as part of the wider EXPERIENCE team including a Project Manager, a Project Officer, a Business Engagement Manager, the Communications Manager, Communications and Marketing Officer, the North Downs Way National Trail Manager, a Public Rights of Way Officer and the wider Kent Downs AONB team.

The role may involve some travel in the project pilot regions which are Brittany, Pas-de-Calais, and Compiègne in France and Norfolk, Kent, and Cornwall in the UK.

The EXPERIENCE project is led by the Kent Downs AONB Unit and this role is part of that wider team. It is funded by the European Regional Development Fund (ERDF) through the Interreg V Channel France England Programme, the North Downs Way National Trail, the Kent Downs AONB Unit and participating district and borough councils including Dover, Canterbury, Ashford, Gravesham, Swale and Kent County Council.

Main duties and responsibilities:

- Help deliver EXPERIENCE campaign activities across all online and offline channels including the website, social media, email newsletters, press releases, flyers, and posters for the Kent Downs AONB and North Downs Way (NDW) EXPERIENCE project.
- Be responsible for keeping the EXPERIENCE B2B and B2C sections of the Kent Downs and North Downs Way websites up to date, creating new pages as required in WordPress, making updates and adding internal and external links where relevant.

- Take responsibility for our email database and CRM management ensuring contacts are up to date, correctly segmented and tagged and work with platform providers to ensure our systems interlink and work as expected.
- Manage B2B email and telephone communication ensuring notes are kept up to date, queries are responded to and agreed actions are completed.
- Help coordinate EXPERIENCE virtual and in person events and training including setup of registration on Eventbrite, follow up support, attendee reports and ensure everything is in place including location, participants and refreshments etc.
- Support the EXPERIENCE team when attending key functions, including external events and exhibitions.
- Suggesting new ways to engage with audiences using social media platform tools available i.e. reels, IGTV, stories etc.
- Provide research to support on marketing, content and social media strategy as well as business, route and itinerary development.
- Help develop and deliver the social media plan for EXPERIENCE including creating weekly post updates in Hootsuite or similar scheduling tool and engaging with relevant partners, businesses and organisations through their social channels. Keep our campaign planner and Monday project management tools up to date.
- Help create campaign assets including designs in canva, liaising with designers and copywriters and working with photographers and videographers to support marketing and communication activities.
- Working with the Communications and Marketing Officer and content freelancers deliver and proofread website, email and marketing content to ensure it is search engine optimised and engaging for our audiences.
- Monitor campaign performance and ongoing engagement across all digital channels (eg website, social media, newsletters) against objectives and make recommendations for improvements to optimise results.
- Help to identify new target audiences and opportunities to engage them and ultimately meaningfully growing audience diversity and increasing our campaign reach and impact.
- Help with press and influencer liaison using relevant platforms and Kent Downs AONB contacts as well as building new relationships in line with our project marketing strategy.
- Identify promotional and PR opportunities with Visit England, Visit Britain and other organisations for the EXP project and wider Kent Downs.
- Help build strong working relationships with EXPERIENCE stakeholders, Visit Kent, district and borough councils including Dover, Canterbury, Ashford, Gravesham, Swale and Kent County Council and other external partners to deliver joint objectives, which are mutually beneficial
- General administration duties as required such as collating information about experiences and itineraries for stakeholders and partners, helping the business and marketing team with EXPERIENCE claim requirements and inputting information for marketing campaign evaluation.
- Ensure that all activities are carried out in a proper and accountable manner according to the financial and health and safety requirements of Kent County Council as well as other funding partners such as the Interreg V France Channel England Programme
- Ensure all your activity complies with EU and EXPERIENCE project rules
- Any other duties that may be identified by the EXPERIENCE Communications and Marketing Support Officer or Business Engagement Manager to support the delivery of the aims and objectives of the Kent Downs AONB Unit.

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.

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Person Specification: Communications and Marketing Assistant

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	Educated to RFQ level 6 (Bachelor's degree) in relevant field e.g. place marketing, communications, tourism or inward investment.
EXPERIENCE	<p>Experience in a communications or marketing support role.</p> <p>Demonstrable experience of delivering effective marketing activities on time and to budget in a competitive, customer-facing organization ideally within the heritage, tourism, culture or environmental sectors.</p> <p>Track record of building good working relationships with internal and external colleagues and partners.</p> <p>Experience of all social media routes to market either in a professional or personal capacity.</p> <p>Experience of online or digital marketing including some knowledge of search engine optimisation.</p> <p>Delivery orientated and ability to prioritize workload and meet tight deadlines</p> <p>Experience of working with website and e-newsletter platforms particularly WordPress and Mailchimp.</p> <p>Experience of working with agencies and freelancers to coordinate delivery effectively.</p> <p>Experience of working in a B2B marketing environment would be advantageous.</p>
SKILLS AND ABILITIES	<p>A self-starting and motivated individual, able to take the initiative, organise and manage multiple complex projects, and work autonomously.</p> <p>Ability to prioritise and deliver realistic and achievable goals.</p> <p>Ability to work on own initiative and take responsibility for decisions relating to own work.</p> <p>Strong written and verbal communication and presentation skills.</p> <p>Excellent written, numeracy and ITC skills including ability to maintain spreadsheets, produce information, report writing and word processing. Kent Downs AONB office use Microsoft Office 365.</p>

	<p>Strong communicator willing to work in an integrated way to achieve programme responsibilities on time and to budget.</p> <p>Understanding of social media, digital marketing, and website led communications activities.</p> <p>Innovation and adaptability – looking for alternative solutions to problems.</p> <p>Due to the outward facing nature of this role fluency in English is essential.</p>
KNOWLEDGE	<p>General Understanding of the full marketing mix across all media and channels with experience of helping to deliver successful marketing and communications campaigns.</p> <p>A knowledge of French, due to the Anglo-French project partnerships.</p>
BEHAVIOURS AND KENT VALUES	<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