

# Kent County Council

## Job Description: *Insight & Campaigns Officer*

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**Directorate:** Growth, Environment & Transport

**Unit/Section:** Explore Kent

**Grade:** KR7

**Responsible to:** Programmes Manager

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

Utilise national and local research and data about how and why people access, engage with and value the environment to provide insight and to support and deliver effective marketing campaigns for Explore Kent and partner organisations, including Public Rights of Way, Kent Country Parks, Active Travel Interventions, Kent Downs Area of Outstanding Natural Beauty etc.

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

1. Analyse and interpret relevant national data and research to produce insight in order to support Explore Kent and commissioning partners in communicating with customers.
2. Develop local insight from a range of national and local data and sources including 'Getting Active Outdoors' market segmentation, Monitor of Engagement with the Natural Environment (MENE), Kent Environment Strategy Public Perception Survey etc.
3. Assist the Explore Kent team and partners to utilise research and insight to develop effective and impactful marketing campaigns to effect behaviour change.
4. With support from the Explore Kent Marketing Officer, to be responsible for the creating and delivering marketing & communications strategies requiring insight, for Explore Kent and commissioning partners including producing regular impact reports.
5. To be responsible for managing and progressing projects, liaising with external partners requiring data and insight.
6. Provide a lead role regarding performing research, interpretation of available data, to support the Explore Kent team and commissioning partners to effectively connect with customers and facilitate behaviour change.
7. Develop an insight 'offer' for commissioning partners to provide research and data interpretation about the active outdoors market as well as attitudes to the environment.

8. To form new and maintain existing partnerships with commissioning partners in line with the purpose of Explore Kent to ensure future income and sustainability for the Explore Kent Service.
9. Undertake research and use Google Analytics and other customer insight tools to gain understanding of audiences both for Explore Kent and partners.
10. To deliver projects and support the improvement of 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.
11. To be responsible for delivering externally funded contracts and other projects, programmes and campaigns, as directed by the Programmes & Communications Manager and with support from the Campaigns & Marketing Officer.
12. Supervise workflow of Explore Kent Apprentices in creating high quality content for on and off-line channels to ensure planned and effective engagement with customers.
13. To supervise the workflow of 3<sup>rd</sup> party agents in delivery of content and campaigns.

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: *Insight & Campaigns Officer*

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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>	NVQ 3 (or equivalent) and/or holding or working towards a full professional qualification in a relevant subject.
<b>EXPERIENCE</b>	<p>Established experience of research and developing insight to support communications and behaviour change initiatives.</p> <p>Experience of analysing and interpreting data, research and other information and producing clear reports.</p> <p>Proven experience of on and off-line communications and marketing campaigns, including managing website and social media content.</p> <p>Experience of analysing customer usage data (such as Google Analytics and other tools) to gain understanding of customers and how to engage them.</p> <p>Advanced demonstrable experience of social media tools to enable effective reach and engagement of customers via Facebook, Twitter, Instagram etc for targeted campaigns and communications.</p> <p>Proven experience of consulting partner organisations / customers to improve methods and effectiveness of campaigns.</p> <p>Proven experience of working within a multi-agency environment to deliver multiple projects.</p>
<b>SKILLS AND ABILITIES</b>	<p>Able to analyse customer insight data to inform campaigns and communications.</p> <p>Ability to use a range of IT systems and online tools to an advanced level.</p> <p>Able to network, motivate and communicate effectively with a range of stakeholders and assist to identify opportunities for new projects and services.</p> <p>Well-developed written and verbal communication skills, able to identify the right means and language for each message. Demonstratable ability to write compelling copy and high quality of written communication.</p>

	<p>Strong and effective project management skills.</p> <p>Ability to travel across a wide geographical area.</p>
<b>KNOWLEDGE</b>	<p>Knowledge of research techniques, practices and sources (including those relating to customers getting active outdoors as well as attitudes to the environment).</p> <p>A broad range of marketing knowledge gained from working in an insight and marketing environment.</p> <p>Up-to-date knowledge of innovations in technology and communications such as social media, smart phone apps etc.</p> <p>Knowledge of outdoor leisure sector - walking, cycling, horse riding, parks and open spaces and their relationship to health &amp; wellbeing and economic development.</p> <p>Good knowledge of disability and equalities issues in relation to communications.</p>
<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>

	<b>Externally Focused</b> - Residents, families and communities at the heart of decision making
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