

Kent County Council

Job Description: Communications Support Officer

Directorate:	Children, Young People and Education
Unit/Section:	Virtual School Kent
Grade:	KR7
Responsible to:	Participation and Engagement Manager

Purpose of the Job:

To work as part of the Virtual School Kent (VSK) Participation Team to support the delivery of creative, innovative and targeted communications across a range of channels. To make a valuable contribution to communication activities that supports promoting the voice of care experienced, adopted and other young people in CYPE.

Support the VSK Participation Team to develop & deliver high-impact videos, publications and digital content for a variety of audiences. To support the work of the VSK Participation Team ensuring that young peoples views are embedded in Service design and delivery.

Main duties and responsibilities:

- To support the delivery Kent County Council's Participation Strategy.
- Gather and co-create multimedia content (video, audio, animations, text, photographs etc) directly from children and young people. Support young people's participation in production.
- Help shape views and opinions from a wide range of young people into key messages that influence service design and decision making in Integrated Children's Services.
- Maintain social media calendars and generate, publish and share engaging content for the Service.
- Oversee the development, functionality and growth of the services website, ensuring content is digitally accessible, engaging and current. To work with young people to ensure they have an opportunity to contribute to website content and design.
- Design and produce regular newsletters and communications tailored for different audiences.
- Support the team in the creation of variety of film and video content, to include the editing of film, audio and whiteboard video applications.
- To attend events and carry out interviews in order to gather the views and opinions of young people to inform senior staff and Elected Members.
- To work in partnership with CYPE and Corporate Parenting Teams to support the development of services from young people's perspective.
- Ensure the safeguarding of children, young people and staff as appropriate through KCC's regulations and guidance, understanding the sensitivity around sharing the experiences and identities of young people.

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Person Specification: Communications Support Officer

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">• Level 3 qualification in an appropriate area, or measurable successful experience in a similar role.
EXPERIENCE	<ul style="list-style-type: none">• Proven experience of editing film and audio recordings in a professional or personal capacity.• Experience of working with website platforms, or a willingness to learn.• Experience or interest in managing social media accounts.
SKILLS AND ABILITIES	<ul style="list-style-type: none">• Good demonstrative skills in video editing.• An understanding of editing publications and e-newsletters.• Ability to communicate and work well with children and young people.• Ability to be able to share knowledge and support other members of the team.• Good time keeping skills and reliability.• Able to work flexible hours which will, at times to include early mornings, evenings, weekend, and school holiday working.• The ability to write for different audiences demonstrating excellent attention to detail.• The ability to travel across a wide geographical area in a timely and flexible manner at various times of the day is essential.• Commitment to equalities and the promotion of diversity in all aspects of working.
KNOWLEDGE	<ul style="list-style-type: none">• Good understanding of whiteboard video animation applications.• Good knowledge of video editing – either professionally or a keen amateur.• An understanding of Safeguarding issues and an awareness of Equality and Diversity.

**BEHAVIOURS AND
KENT VALUES**

Kent Values:

- 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