



JOB DESCRIPTION

Effective Date: February 2025

Location: Maidstone House

Job Title: Communications, Marketing and Events Manager

Grade: 12

Responsible to: Director of Strategy, Insight and Governance

No. of Staff Responsible For: 7

PURPOSE OF JOB

Protect and improve the reputation of the Council, promoting pride in place and ensure that the Borough's culture and heritage offer is maximised. Drive high levels of public satisfaction with the Council and services through effective campaigns, events and achieve high levels of staff engagement levels in liaison with the HR team.

MAIN ACCOUNTABILITIES

- Manage and lead the communications team as the Council's communications expert.
- Gather intelligence allowing us to understand the cultural, arts and heritage landscape across the borough.
- Ensure there are events and programmes to encourage greater participation of partners and customers in culture, arts and heritage.
- Ensure the Council has in place a Festivals and Events Strategy to increase commercial income for both the local economy and the Council to promote pride in place.
- Ensure that the public are both engaged in and well-informed about the council and its services by developing and implementing communication campaigns with colleagues across the council to promote and market council services; to evaluate the impact of these.
- Build strong relationships with service departments and work with colleagues across the council to identify innovation, best practice and positive messages to promote to the media and residents to build on the council's reputation.
- Develop and lead the council's brand management to ensure consistent branding across the authority.
- Maximise the council's use of social media to build and enhance the council's reputation and engagement with its residents and customers.
- Establish and maintain excellent working relationships with the media and partner organisations to build on the council's excellent reputation.
- Identify and lead innovative approaches to communications including identifying savings and more efficient ways of working.
- As a customer focused role be able to communicate with our customers at the agreed level
- Commitment to the Council's Strategic Plan
- To undertake any training and development as required
- To comply fully with the Council's Equal Opportunity Policy
- To comply fully with the Council's Health and Safety at Work Policy
- To assist as required in the Council's Emergency Plan
- To comply fully with the Council's IT Security Policy
- To undertake other duties commensurate with the grade of the post

PERSON SPECIFICATION

Communications, Marketing and Events Manager



Attributes:		Essential/ Desirable	Assessed By
Education, Training and Knowledge	<ul style="list-style-type: none"> Recognised public relations, marketing or design qualification is essential Educated to degree level or equivalent experience Awareness of working in an environment committed to promoting equal opportunities Knowledge of all aspects of PR, communications, events and marketing and their role in local government Excellent communication and influencing skills Political Nous, experience of working in a complex political environment Ability to understand complex and varied information and interpret it clearly and simply for the benefit of others Excellent marketing and public relations skills Design and digital knowledge at a strategic level First class IT skills Event Commissioning Skills at a strategic level As this is a customer focused role the ability to converse at ease with customers adapting communication style to suit differing audiences and provide advice in accurate spoken English is essential 	Essential	Application
		Essential	Application
		Essential	Application
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		Essential	Interview
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		Experience	<ul style="list-style-type: none"> Marketing and public relations communications management experience Able to act with integrity and act as a role model Acute political sensitivity and ability to develop effective interfaces between the council, elected members and the media Ability to remain calm when under pressure Ability to sell ideas.
Essential	Interview		
Essential	Interview		
Essential Essential	Test Test		

COMPETENCY PROFILE

Work Together	<ul style="list-style-type: none"> • Proactively contributes to ensure that the wider service objectives are achieved. • Ability to work as part of a team and motivate colleagues to achieve team objectives. • Excellent communication and interpersonal skills. • Share knowledge and experience to grow the wider team.
Respect Everyone	<ul style="list-style-type: none"> • Build positive relationships and ensure credibility. • Ability to challenge effectively. • Conscientious individual.
Develop and Grow	<ul style="list-style-type: none"> • Take ownership of actions and ensures timely delivery. • Identify solutions not problems. • Be open to new ideas and concepts • Take responsibility for developing own skills and knowledge in current roles, as well as future ambitions.
Make a Difference	<ul style="list-style-type: none"> • Demonstrates objectivity for benefit of internal and external customers. • Right first-time approach. • Implement ideas which will improve the customer experience, internal and external.
Care	<ul style="list-style-type: none"> • Awareness and commitment to promoting equal opportunities. • Consider equalities in all work undertaken. • Assertive and proactive with commitment to high standards of service delivery.