

ROLE PROFILE

Delivery Lead - Brand



Job Purpose:

This role supports the delivery of our brand strategy and visual identity and is specifically responsible for leading the application and optimisation of our new brand across all channels and audience segments. This role requires you to develop and deliver against detailed project plans and work collaboratively across the marketing communications team and the wider organisation to deliver all required changes. Managing creative suppliers, delivering through others, and identifying opportunities for continual improvement and optimisation are core to this role. Along with a firm grasp of copy and design, prioritisation and experience of delivering significant rebrand activities.

Reports to: Marketing Manager - Brand

Key Responsibilities and Accountabilities:

- Brand management – to lead the rebrand across all existing assets, channels and campaigns
- To support the Marketing Manager – Brand to embed the brand internally (tone, design & behaviours) - acting as a brand guardian – ensuring the consistent application of our brand across our team and the wider organisation.
- To proactively identify training requirements and help shape appropriate training for all stakeholders
- To support the Marketing Manager – Brand in the external activation of the brand across all external audience segments
- Supplier management – you will manage and coordinate a range of suppliers (artworkers, copywriters, agencies, internal teams) to deliver a robust prioritised and phased plan
- To manage photographers & photoshoots to create and store core creative assets including photography, images, and video. You will work with the Marketing Manager – Brand to support the delivery of our asset library and templating systems, so assets are accurate and easily available to all stakeholders

Person Specification:

Essential Criteria

- A marketing professional with experience of brand management
- Ability to influence and stakeholder manage at all levels and lead delivery across cross functional teams
- Ability to multitask and manage competing priorities to a robust project plan

- Experienced at campaign planning and oversight
- Excellent eye for detail and creative execution
- Experienced at working with creative teams, including designers, photographers, video teams and copywriters
- Ability to build strong, collaborative working relationships
- A highly organised self starter, who proactively identifies and establishes solutions
- Experience of asset management
- Ability to deliver to tight deadlines and remain calm and positive whilst working under pressure
- Ability to drive significant change

Desirable Criteria

- Experience of charity marketing and fundraising
- Experience of embedding Diversity Equity & Inclusion in creative output
- Experience of managing budgets to meet organisational objectives
- Internal communications experience
- Strong IT skills across all the core MS office products