

## JOB DESCRIPTION AND PERSON SPECIFICATION

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|--|---------------------------|---|--|
| <b>Job title:</b> Brand Manager  |                           | <b>Accountable to:</b> Head of Brand Strategy       |  |
| <b>Contract length:</b> 2 year (fixed term contract)   | <b>Hours per week:</b> 35 | <b>Weeks per year:</b> 52                           |  |
| <b>Salary:</b> £36,642 – £43,961 per annum   |                           | <b>Grade:</b> 5                                     |  |
| <b>Service:</b> Communication and External Affairs   |                           | <b>Location:</b> 272 High Holborn, London, WC1V 7EY |  |
| <b>Purpose of role:</b> <p>With direction from the Head of Brand Strategy and the Director of Communications &amp; External Affairs, you will support the development of the University of the Arts London (UAL) brand and its relationships to UAL Colleges, departments and sub-brands within a flexible, coherent and consistent framework. Working across the whole university with a wide variety of stakeholders, you will manage our Identity Development Programme.</p> <p>The Programme is designed to build a stronger UAL proposition that increases our brand equity, enhances the student, staff and external stakeholder experience, supports our success in a crowded market and protects our good name from exploitation. You will manage the Programme’s internal stakeholders and external suppliers, and, under the direction of the Head of Brand Strategy and Director of Communication and External Affairs, you will deliver various Programme workstreams including the development and implementation of UAL and certain College visual identities.</p> <p>You will be a creative brand marketer with significant experience of managing and developing brand identities and the ability to drive effective change throughout a large and complex organisation.</p> |                           |   |  |
| <b>Duties and responsibilities</b> <ul style="list-style-type: none"><li>• Under the direction of the Head of Brand Strategy, you will manage the delivery of all workstreams and projects within the UAL Identity Development Programme</li><li>• Be the brand champion for all levels of the UAL brand (the University, Colleges, departments and sub-brands) in activating and implementing brand position and visual identity systems</li><li>• Manage and advise colleagues on the agreed organisation brand architecture</li><li>• Communicate brand identity issues clearly, constructively and assertively with internal and external clients</li><li>• Have the self-confidence and drive to challenge and influence people at all levels and maintain strong networks across UAL and externally</li><li>• Proactively promote the benefits of brand consistency across UAL to build and enhance the University’s reputation and provide advice and guidance where necessary</li><li>• Regularly review and audit the brand and work proactively with colleagues and suppliers to make improvements where necessary</li></ul>   |                           |   |  |

- Use and embed the brand guidelines in all digital and print marketing/communications collateral
- Working with Procurement, build a roster of creative suppliers (design agencies, fulfilment houses, print suppliers, advertising agency, and photographers) to meet UAL's needs and ensure value for money is achieved
- Advise and guide colleagues in which suppliers best meet their needs for specific work
- Liaise with colleagues to assess supplier performance to ensure services delivered are as expected, high quality and meeting the needs of the wider university marketing and communication teams
- Undertake tenders for services (as required) following the University's financial procedures and regulations
- Undertake regular reviews of all design (digital and print) to ensure UAL is high-quality, on-brand and consistent in its look and feel
- Be responsible for ensuring a cohesive approach is achieved across UAL on all aspects of the brand for marketing and communications work
- Inspire a culture of creativity and excellence through effective leadership and motivation
- Ensure delivery of outstanding customer service to internal and external clients
- To be a visible and approachable presence in the Communication and External Affairs and Student Marketing & Recruitment teams, and wider departments
- Promote the brand across UAL, including presentations and organising briefing sessions, training and workshops.
- Be part of the team that briefs and delivers the annual brand tracking research study, communicating the results of the work internally and tracking our performance ongoing.

## **Other**

- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within UAL
- To work flexibly and be willing to undertake travel and some occasional weekend or evening work
- To undertake health and safety duties and responsibilities appropriate to the role
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities
- To make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations

## **Key working relationships:**

- The Head of Brand Strategy, Director of Communication and External Affairs and members of the UAL Identity Development Programme board



- Colleagues across the Communication and External Affairs and Student Marketing and Recruitment departments
- College Communication, Marketing and External Affairs teams
- Colleagues within other departments who utilise the UAL brand for marketing and communication activities.

**Specific Management Responsibilities**

**Budgets:** TBC

**Staff:** A grade 3 support role – Brand Assistant

Signed \_\_\_\_\_ Date of last review \_\_\_\_\_  
(Recruiting Manager)

| PERSON SPECIFICATION                       |   |
|--|---|
| Specialist knowledge/qualifications        | <ul style="list-style-type: none"> <li>• Educated to degree level or above</li> <li>• Proven track record of successfully managing brand identity programmes</li> <li>• CIM qualified (desirable)</li> <li>• Degree in an Arts or Design related field (desirable)</li> </ul>   |
| Relevant experience                        | <ul style="list-style-type: none"> <li>• Experience of managing and delivering key projects in support of brand marketing and communication strategies</li> <li>• Experience of managing relationships with external design agencies, creative directors and other related suppliers</li> <li>• Experience of managing budgets and assessing return on investment in relation to brand marketing activity</li> <li>• Experience of managing large-scale projects effectively in a complex organisation</li> <li>• Experience of marketing and branding within a higher education context (desirable)</li> </ul> |
| Communication skills                       | Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way  |
| Leadership and management                  | Motivates and leads a team effectively, setting clear objectives to manage performance  |
| Professional practice                      | Contributes to advancing professional practice/research or scholarly activity in own area of specialism   |
| Planning and managing resources            | Plans, prioritises and manages resources effectively to achieve long term objectives  |
| Teamwork                                   | Works collaboratively in a team and where appropriate across or with different professional groups  |
| Student experience or customer service     | Builds and maintains positive relationships with students or customers  |
| Creativity, innovation and problem solving | Suggests practical solutions to new or unique problems  |