

JOB DESCRIPTION

Job title: Brand Assistant		Accountable to: Brand Manager	
Contract length: Permanent	Hours per week: 35		Weeks per year: 52
Salary: £28,274 – £34,515 per annum (appointments are usually made at the starting point of the range)		Grade: 3	
Service: Communication and External Affairs		Location: 272 High Holborn, WC1V 7EY	

Purpose of role:

Reporting to the Brand Manager, you will be a UAL brand champion, and the first point of contact for all internal and external brand queries. As well as playing a key role in the day-to-day management of the UAL brand, you will support the roll out and launch of brand development initiatives.

UAL has recently completed a major review of its brand - the Identity Development Programme - which was designed to build a stronger UAL proposition that enhances the student, staff and external stakeholder experience. The Brand Executive will join the team at an exciting time and play a key role in ensuring the success of the programme by supporting colleagues to use the brand effectively across all UAL marketing and communication channels.

You will have an eye for design, excellent attention to detail; good communication and organisation skills; and be an experienced and enthusiastic team player with a solid understanding of the importance of good relationships with stakeholders across all areas of an organisation.

Duties and responsibilities:

UAL brand management support

- Assist in all areas of brand management including implementing the UAL brand strategy, advising on brand architecture, developing propositions, conducting research, and supporting colleagues to use UAL's visual identity system.
- Be a UAL brand champion, enabling internal and external brand practitioners to apply the brand to our high standards across all channels, thereby ensuring a consistent and powerful user experience at all touchpoints
- Be the first point of contact for UAL brand enquiries providing outstanding customer service to internal and external stakeholders. Manage the team inbox, answering requests directly where appropriate or assigning these to colleagues.
- To be a visible and approachable presence in the Communication and External Affairs and Student Marketing & Recruitment teams, and wider departments
- Support the Brand Manager to ensure a cohesive approach to brand is achieved across UAL for marketing and communications work. Undertake regular reviews of design (digital and print) to ensure UAL is high-quality, on-brand and consistent in its look and feel
- Maintain UAL's web-based brand guidelines system. Ensure staff are aware of this system and provide guidance and training for internal and external stakeholders on how to use them.

- 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.
- Proactively promote the benefits of brand consistency across UAL to build and enhance the University's reputation and provide advice and guidance where necessary. Communicating brand identity issues clearly and constructively with internal and external clients
- Support the promotion of the brand across UAL, including organising presentations, briefing sessions, training and workshops. Be part of a team inspiring a culture of creativity and excellence in brand across a diverse and complex organisation

Brand development projects support

- Working with the Brand Manager, liaise with identified stakeholders to ensure full collaboration and contribution to the all brand development projects from relevant areas across UAL and beyond.
- Arrange meetings with project members and external suppliers as requested, ensuring full participation and first-class pre- and post-meeting communications.
- Support the delivery of all projects as required by the Brand Manager. Projects likely to include: the development of UAL brand campaigns; the application of UAL brand assets across our estate; and the development of UAL brand products.

Team and administrative support

- Provide research, diary and general administration and logistical support to the Head of Brand Strategy and the Brand Manager to enable the successful delivery of brand management.
- Under the direction of the Head of Brand Strategy and Brand Manager, maintain budget records for the team (including using the Agresso Business World system to raise purchase orders and process invoices); maintain a user-friendly online filing system, and build a comprehensive reference store of UAL branded printed materials
- Assume other reasonable brand related duties as determined by the Head of Brand Strategy and Brand Manager.

Other

- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with UAL'S Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- Undertake continuous personal and professional development through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- Conduct all financial matters associated with the role in accordance with the UAL's policies and procedures, as laid down in the Financial Regulations.

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Key working relationships:

- All members of the Brand team, and colleagues in the Digital and Communications teams in the Department of Communication and External Affairs.
- Marketing and communication colleagues in other central services.
- External design and brand and agencies as listed on UAL's creative services roster.

Specific management responsibilities:

Budgets: 0

Staff: 0

Other (e.g. accommodation; equipment): N/A

Signed _____ Date of last review: August 2016
(Recruiting Manager)

PERSON SPECIFICATION	
Specialist knowledge / Qualifications	<ul style="list-style-type: none"> • Educated to degree-level. • An evidenced interest and understanding of marketing, communications or brand in the creative/cultural or HE sectors.
Relevant experience	<ul style="list-style-type: none"> • Good experience working as part of a marketing and/or communications team involving brand management. • Experience of delivering projects in support of brand marketing and communications strategies. • Experience of implementing brand guidelines and championing brand advocacy (desirable). • Experience of providing administrative and logistical support to a busy team. • Experience of building effective internal working relationships across all levels of seniority and functions. • Experience of managing team enquiries, understanding when to answer requests and when to assign them to colleagues.

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	<ul style="list-style-type: none">• Experience of the production, storage and management processes of branded marketing and communications assets and publications (desirable).
Communication skills	<ul style="list-style-type: none">• Communicates effectively orally, in writing and/or using visual media.• Proven ability to tailor communications to specific audience needs.• A positive and pro-active, can-do attitude.
Leadership and management	<ul style="list-style-type: none">• Has ability to work independently without direct supervision when needed.• Supervises tasks undertaken by colleagues/temporary support staff.
Planning and managing resources	<ul style="list-style-type: none">• Plans, prioritises and organises work to achieve objectives on time.
Teamwork	<ul style="list-style-type: none">• Works collaboratively in a team and where appropriate across or with different professional groups.
Student experience or customer service	<ul style="list-style-type: none">• Provides a positive and responsive service to brand practitioners.
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none">• Uses initiative or creativity to resolve problems.

The application form sets out a number of competence questions related to some of the above selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria.