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| JOB DESCRIPTION |
| **Job title**: Brand Manager | **Accountable to**: Head of Brand Strategy |
| **Contract length**: Permanent | **Hours per week**: 35 | **Weeks per year**:52 |
| **Salary**: £38,010 - £45,603 per annum | **Grade**: 5 |
| **Service**: Communications and External Affairs | **Location**: 272 High Holborn |
| **What is the purpose of the role?**With direction from the Head of Brand Strategy and the Director of Communications & External Affairs, you will support the management and 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. 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.  |
| **Duties and Responsibilities*** Be the brand champion for all levels of the UAL brand (the University, Colleges, departments and sub-brands) in activating and implementing our brand and visual identity systems
* Manage and advise colleagues on the agreed organisation brand architecture
* Communicate brand identity issues clearly, constructively and assertively with internal and external clients
* Have the self-confidence and drive to challenge and influence people at all levels and maintain strong networks across UAL and externally
* Proactively promote the benefits of brand consistency across UAL to build and enhance the University’s reputation and provide advice and guidance where necessary
* Regularly review and audit the brand and work proactively with colleagues and suppliers to make improvements where necessary
* Use and embed the brand guidelines in all digital and print marketing/communications collateral
* Working with Procurement, manage 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.

**General** * Assume other reasonable duties consistent with your role, which may be assigned to you anywhere within the University.
* Undertake health and safety duties and responsibilities appropriate to the role.
* Work in accordance with the University’s Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
* 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.
* 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 accordance to the University’s policies and procedures, as laid down in the Financial Regulations.
* To personally contribute towards reducing the university’s impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)”
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| **Key Working Relationships*** The Head of Brand Strategy, Director of Communication and External Affairs
* 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.

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| **Specific Management Responsibilities****Budgets**: Responsibility for key brand management project budgets**Staff**: 1 x direct report - grade 3 Brand Assistant role**Other:** Equipment as appropriate |

Last updated: 10 December 2018

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| **PERSON SPECIFICATION** |
| Specialist Knowledge/Qualifications | * Educated to degree level or above
* Proven track record of successfully managing brand identity systems within complex stakeholder organisations
* CIM qualified (desirable)
* Degree in an Arts or Design related field (desirable)
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| Relevant Experience | * Experience of managing and delivering key projects in support of brand marketing and communication strategies
* Experience of managing relationships with external design agencies, creative directors and other related suppliers
* Experience of managing budgets and assessing return on investment in relation to brand marketing activity
* Experience of managing large-scale projects effectively in a complex organisation
* Experience of marketing and branding within a higher education context (desirable)
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| Communication Skills | * Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way
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| Leadership and Management | * Motivates and leads a team effectively, setting clear objectives to manage performance
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| Professional Practice  | * Contributes to advancing professional practice/research or scholarly activity in own area of specialism
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| Planning and Managing Resources | * Plans, prioritises and manages resources effectively to achieve long term objectives
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| Teamwork | * Works collaboratively in a team and where appropriate across or with different professional groups
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| Creativity, Innovation and Problem Solving | * Suggests practical solutions to new or unique problems
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Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.

Last updated: 10 December 2018