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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)” | | |
| **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. | | |
| **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) |
| 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) |
| 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 |
| Creativity, Innovation and Problem Solving | * Suggests practical solutions to new or unique problems |

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.

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