

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
<p>What is the purpose of the role?</p> <p>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.</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>	
<p>Duties and Responsibilities</p> <ul style="list-style-type: none"> • 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

PERSON SPECIFICATION

Specialist Knowledge/Qualifications	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way
Leadership and Management	<ul style="list-style-type: none"> • Motivates and leads a team effectively, setting clear objectives to manage performance
Professional Practice	<ul style="list-style-type: none"> • Contributes to advancing professional practice/research or scholarly activity in own area of specialism
Planning and Managing Resources	<ul style="list-style-type: none"> • Plans, prioritises and manages resources effectively to achieve long term objectives
Teamwork	<ul style="list-style-type: none"> • Works collaboratively in a team and where appropriate across or with different professional groups
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"> • 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.

Last updated: 10 December 2018