

JOB DESCRIPTION	
<b>Job title:</b> Brand Manager	<b>Accountable to:</b> Head of Brand Strategy
<b>Contract length:</b> Permanent	<b>Hours per week:</b> 35 <b>Weeks per year:</b> 52
<b>Salary:</b> £38,010 - £45,603 per annum	<b>Grade:</b> 5
<b>Service:</b> Communications and External Affairs	<b>Location:</b> 272 High Holborn
<p><b>What is the purpose of the role?</b></p> <p>With direction from the Head of Brand Strategy and the Director of Communications &amp; 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><b>Duties and Responsibilities</b></p> <ul style="list-style-type: none"> <li>• 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</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> <li>• Use and embed the brand guidelines in all digital and print marketing/communications collateral</li> <li>• 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</li> <li>• Advise and guide colleagues in which suppliers best meet their needs for specific work</li> <li>• 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</li> <li>• Undertake tenders for services (as required) following the University's financial procedures and regulations</li> <li>• Undertake regular reviews of all design (digital and print) to ensure UAL is high-quality, on-brand and consistent in its look and feel</li> <li>• Be responsible for ensuring a cohesive approach is achieved across UAL on all aspects of the brand for marketing and communications work</li> </ul>	

- 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"> <li>• Educated to degree level or above</li> <li>• Proven track record of successfully managing brand identity systems within complex stakeholder organisations</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	<ul style="list-style-type: none"> <li>• Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way</li> </ul>
Leadership and Management	<ul style="list-style-type: none"> <li>• Motivates and leads a team effectively, setting clear objectives to manage performance</li> </ul>
Professional Practice	<ul style="list-style-type: none"> <li>• Contributes to advancing professional practice/research or scholarly activity in own area of specialism</li> </ul>
Planning and Managing Resources	<ul style="list-style-type: none"> <li>• Plans, prioritises and manages resources effectively to achieve long term objectives</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• Works collaboratively in a team and where appropriate across or with different professional groups</li> </ul>
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"> <li>• Suggests practical solutions to new or unique problems</li> </ul>

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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