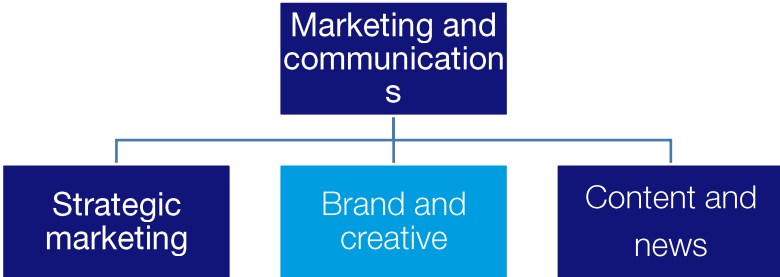
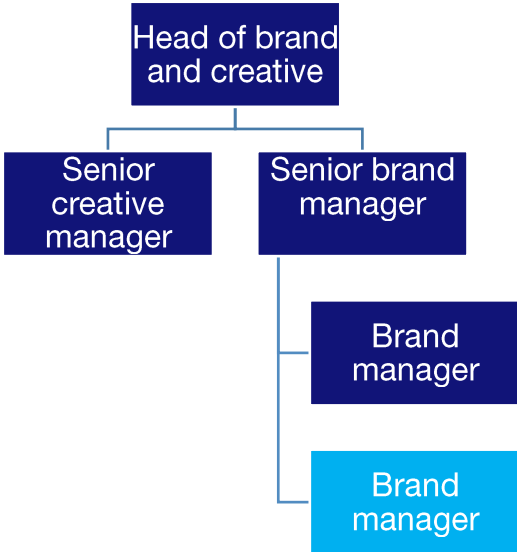


<p><b>Job Title</b> Brand Manager</p>	<p><b>Directorate and team</b> This role sits in the Brand and Creative Team in the Engagement and Fundraising Directorate</p>
<p><b>Key focus of the role</b> You will be responsible for embedding, championing and managing our brand in a way that inspires the charity to live and breathe it in everything we do. You'll be an expert in our visual identity, personality and tone of voice, and use it to help bring our brand to life in a wide range of campaigns and creative. You'll manage our brand evaluation, using it to provide insights and recommendations for how we best focus our efforts to build and develop our brand. You'll provide considered and expert advice on how to use our brand and upskill others by giving training and developing our brand champions</p>	<p><b>Department</b></p>  <pre> graph TD     A[Marketing and communications] --&gt; B[Strategic marketing]     A --&gt; C[Brand and creative]     A --&gt; D[Content and news]     </pre>
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>Build relationships with teams across the charity, delivering training, providing consultancy support and resolving issues to help them work with our brand</li> <li>Support our brand development by working closely with our in-house creative team</li> <li>Manage and grow our brand evaluation, working with our insights team to show how our brand is performing and develop strategic recommendations about how we invest and develop our brand</li> <li>Provide expert brand advice and guidance to teams working on a wide range of projects</li> </ul>	<p><b>Job and reporting Line</b></p>  <pre> graph TD     A[Head of brand and creative] --&gt; B[Senior creative manager]     A --&gt; C[Senior brand manager]     C --&gt; D[Brand manager]     C --&gt; E[Brand manager]     </pre>
<p><b>Contractual information</b></p> <ul style="list-style-type: none"> <li><b>Contract type:</b> Permanent</li> <li><b>Hours:</b> Full time, 5 days 35 hours. Will consider part time working 4 days, 28 hours</li> </ul>	<ul style="list-style-type: none"> <li><b>Pay range:</b> Band: 5</li> </ul>
<p><b>Key working relationships internal:</b> All teams and directorates across Diabetes UK</p>	
<p><b>Key working relationships external:</b> Creative and communication agencies, copywriters, photographers, designers, Diabetes UK stakeholders such as volunteers and healthcare professionals.</p>	

All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- the key activities you'll undertake (**the What**) and
- the skills, knowledge, experience and behaviours you need to be successful in this role (**the How**).

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

**Key activities – What you need to do**

Setting and delivering strategy and objectives	Collaborating with others	Make change happen	Improving delivery
<p>1. <b>Use your experience of managing brands to provide first class consultancy to others in using our brand, personality, visual identity and tone of voice. (S)</b></p> <p>2. <b>Develop and manage relationships with colleagues across Diabetes UK to provide effective support and advice (S)</b></p> <p>3. <b>Write clear and engaging copy that reflects our tone of voice, for a wide range of audiences and purposes (S)</b></p>	<p>4. <b>Embed our brand by running brand training, workshops and inductions for staff, agencies and freelancers to inspire confidence and knowledge in using our brand well (S)</b></p> <p>5. Work with the brand and creative team to develop the brand and bring ideas and expertise on bringing it to life creatively</p> <p>6. Manage and deliver strategic brand projects, driving activity through to a high quality result in line with our team plan and brand goals</p>	<p>7. Be a brand lead on a wide range of projects across the charity, providing clear , well reasoned feedback and creative solutions to challenges</p> <p>8. Develop and manage our internal communications plan to keep our people engaged in our brand, and demonstrating the value adds to all of our work</p> <p>9. Develop and deliver a strategic engagement plan for our brand champions – our network of people across the charity who exptend the reach and impact of our team</p>	<p>10. Manage our online templates hub – providing feedback and approval to colleagues at all levels across the charity</p> <p>11. Manage our team inbox – resolving queries and issues</p> <p>12. Support the team in our ongoing evaluation of our brand and regularly audit our creative work to identify strengths and areas for development.</p>

**Skills, knowledge, experience and behaviours – How you need to do it**

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Setting and delivering strategy and objectives	Managing and developing self	Collaborating with others	Making change happen
<p>1. <b>Show demonstrable experience of brand management, and delivering strategic brand projects, ideally within the charity sector. (S)</b></p> <p>2. <b>Be a confident brand guardian with experience of developing and implementing brand guidelines, providing clear and well reasoned feedback on a wide range of creative. (S)</b></p> <p>3. Quickly become an expert in our brand – confidently able to use it day to day, to approve its use by others and to impart that knowledge to others.</p>	<p>4. <b>Be a confident project manager, able to develop, flex and roll out a strategic brand plan, maintaining momentum and bringing stakeholders along with you (S)</b></p> <p>5. Manage a busy workload with competing demands, and often working to tight deadlines – able to prioritise well</p>	<p>6. <b>Lead, enthuse and influence colleagues at all levels to get behind our brand and understand the value it adds to their work – support and challenge through good knowledge of our brand and sound reasoning. (S)</b></p> <p>7. Work well as part of a team, supporting others in our shared goals with a positive approach and can-do attitude</p>	<p>8. Be a self starter, curious and proactive in delving into the detail of our brand and quickly developing expertise in our personality, visual identity and tone of voice.</p> <p>9. Able to offer creative solutions and show excellent attention to detail when providing feedback on concept and collateral.</p>

**Qualifications – Qualifications you need to carry out this role**

N/A