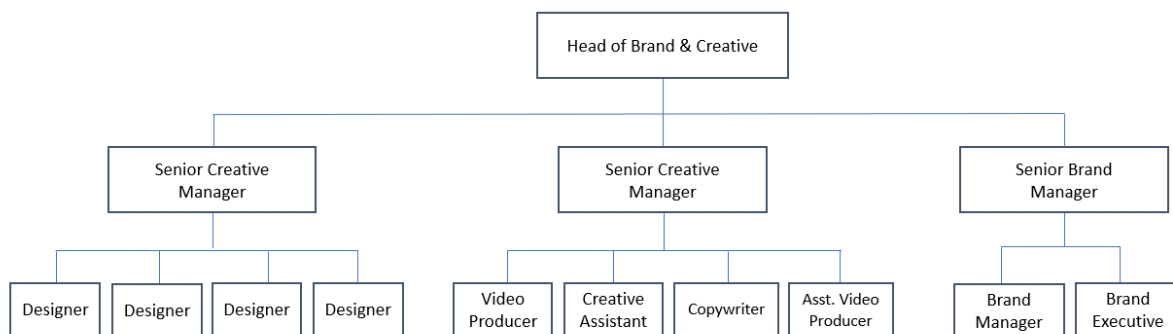


BRAND MANAGER

DIRECTORATE:	Engagement and Fundraising
SECTION:	Brand and Creative
REPORTING TO:	Senior Brand Manager
CONTRACT:	Full time, permanent



WORKING RELATIONSHIPS:

Inside Diabetes UK
All teams and directorates within Diabetes UK
Outside Diabetes UK
Creative and communication agencies, copywriters, photographers, designers. Diabetes UK stakeholders such as volunteers and healthcare professionals.

OVERALL PURPOSE OF THE JOB

The brand manager is responsible for embedding, championing and managing our brand in a way that inspires the charity to live and breathe it in everything we do. The job holder will help manage the development and implementation of our brand. They will manage projects and campaigns to support teams across the charity in using our brand.

MAIN DUTIES AND RESPONSIBILITIES:

- Act as a brand champion: shape and manage ongoing internal engagement around the brand, by embedding understanding throughout the organisation. Deliver this in a way that helps colleagues see the value of aligning with brand to help them meet their own objectives.
- Provide first class brand consultancy and advice to colleagues and teams across the organisation, proactively and reactively.
- Deliver our organisation-wide internal and external brand strategy, in a way that helps drives engagement and supports teams across the charity achieve their objectives.

- Act as a brand guardian: work within and help shape brand governance processes, deliver training, create tools, and ways of working that will uphold the brand.
- Act as a brand lead for key programmes of activity across the charity: providing strategic input and feedback as projects develop.
- Manage creative agencies and suppliers to deliver key brand projects, keeping in line with budgets and Diabetes UK brand guidelines.
- Develop and manage relationships with colleagues across Diabetes UK, so that teams are getting the brand support they need.
- Manage and track budgets to ensure expenditure falls in line with organisational requirements
- Work with the brand and creative team to develop the brand, and bring ideas and expert advice on bringing it to life creatively.
- Bring technical expertise and stay up to date with learning across the sector.
- Deputise for Senior Brand Manager when required – attending planning meetings and managing key projects in their absence.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Work collaboratively with teams across the organisation
- Influence and negotiate with stakeholders at all levels
- Demonstrate excellent communication skills – excellent written and oral skills
- Work well under pressure to strict deadlines with strong attention to detail
- Manage demanding projects with multiple stakeholders.

The best person for this job will have experience in:

- Working within marketing communications, ideally within a brand team
- Supporting teams in brand implementation and acting as brand guardian
- Working with in-house creative teams and managing agencies
- Managing strategic brand/marketing projects

And also ideally:

- Working in the voluntary sector

The best person for this job will be:

- An enthusiastic, positive team player with can-do attitude
- Educated to degree level, or equivalent

And also ideally:

- Hold CIM or similar marketing/brand qualifications