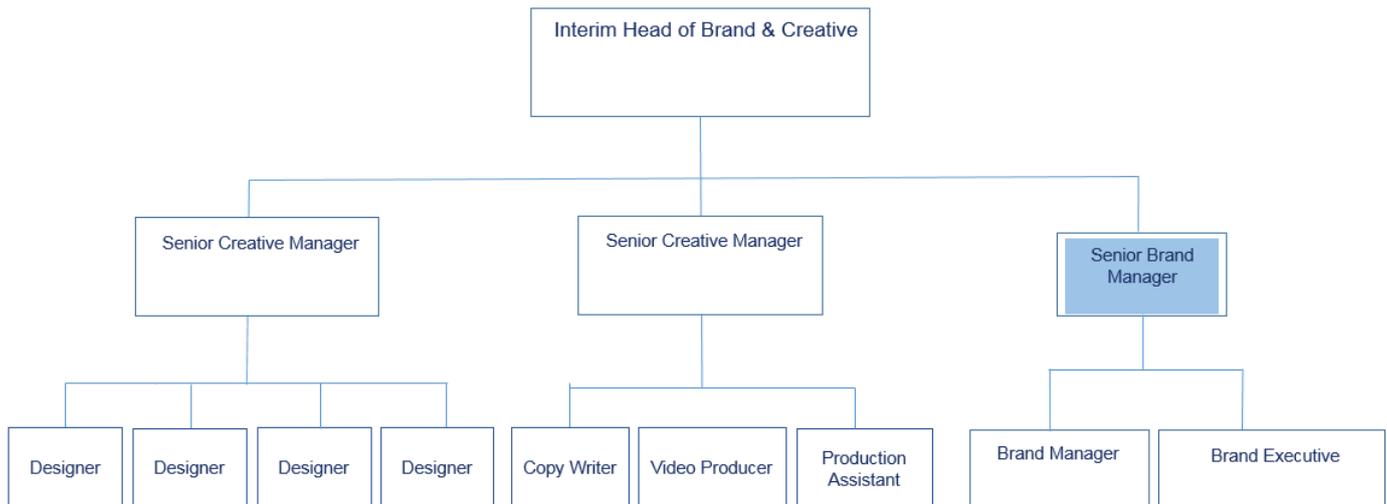


Senior Brand Manager

DIRECTORATE:	Engagement & Fundraising
SECTION:	Brand & Creative
REPORTING TO:	Head of Brand & Creative
CONTRACT:	Full time, Fixed Term Contract



WORKING RELATIONSHIPS:

Inside Diabetes UK
All teams and directorates within Diabetes UK
Outside Diabetes UK
Creative and communication agencies, copywriters, photographers, designers, print & delivery managers, other charities and Diabetes UK stakeholders such as volunteers and healthcare professionals.

OVERALL PURPOSE OF THE JOB

The Senior Brand Manager will play a vital role in supporting the Head of Brand & Creative to shape the strategic and creative direction of the Diabetes UK brand, monitor and evaluate its performance, and inspire the charity to live and breathe our brand through everything they do.

MAIN DUTIES AND RESPONSIBILITIES:

- Act as a brand champion: shape and manage ongoing internal engagement around the brand by embedding understanding throughout the organisation, in a way that helps colleagues see the value of, and align, with brand
- Help develop and 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
- Work closely with the Head of Brand and Creative to further develop our brand personality so that we can maximise its impact in delivering a revolution in understanding and support
- Provide brand consultancy and advice to colleagues and teams across the organisation, proactively and reactively

- Act as a brand guardian: managing brand governance processes, tools and ways of working that will uphold the brand
- Facilitate the integration of the brand into key programmes of activity (e.g. flagship campaigns, corporate communication pieces such as annual report and DUKPC, high reach campaigns and DM activity, website, corporate partnerships such as Tesco)
- Deliver the brand evaluation framework and ensure brand and audience insight and learnings are used, communicated and understood across the organisation
- Manage external agencies and suppliers in the creation and delivery of brand assets, campaigns and products
- Work closely with other senior managers in MarComms and Engagement and Fundraising, so we develop integrated work and a shared understanding of cross-functional expertise
- Provide advice and support to colleagues working with MarComms, leading individuals and teams to deliver projects
- Manage and track budgets to ensure expenditure falls in line with organisational requirements

PERSON SPECIFICATION:

The best person for this job will be able to:

- Work collaboratively with teams across the organisation
- Work with and influence senior stakeholders
- Stay on top of industry trends and develop network of brand expertise outside the organisation
- Project management, ideally in a brand or marketing context
- Be an excellent communicator – both written and oral
- Work well under pressure to strict deadlines, with strong attention to detail

The best person for this job will have experience in:

- Managing strategic brand programmes
- Supporting teams with brand strategy and implementation, acting as a brand guardian
- Working with in-house creative teams and managing external agencies
- Managing budgets and timelines with minimal supervision
- Line management

Desirable:

- Working in the voluntary sector
- Managing a brand refresh and roll-out across an organisation

The best person for this job will be:

- Educated to degree level, or equivalent relevant experience
- Ideally with CIM or similar marketing/brand qualifications
- Enthusiastic, positive team player with can-do attitude