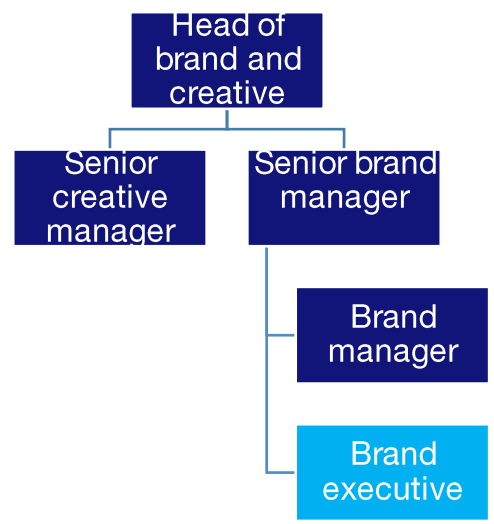
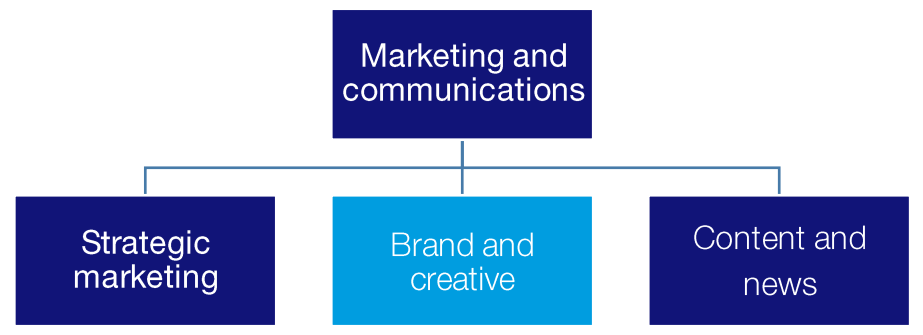


<p>Job Title Brand executive</p>	<p>Directorate and team This role sits in the Brand and Creative team in the Engagement and Fundraising Directorate</p>
<p>Key focus of the role As brand executive you are responsible for championing and protecting our brand. You will work on a variety of campaigns that will strengthen and optimise our brand. You will provide expert advice to teams across the charity to help bring our brand to life and drive internal engagement with our brand by inspiring and informing others.</p>	 <pre> graph TD HBC[Head of brand and creative] --> SCM[Senior creative manager] HBC --> SBM[Senior brand manager] SBM --> BM[Brand manager] BM --> BE[Brand executive] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> Act as a champion for our brand – provide training, inspiration and support to bring our brand to life across the charity Provide feedback and approval on a wide variety of communications and campaigns Support the roll out of our refreshed brand, managing projects and briefs through to delivery Support the team by being a first point of call for queries and advice, managing our creative platform approvals, and making sure our tools, assets and guidelines are up to date and fit for purpose 	<p>Job and reporting Line</p>  <pre> graph TD MC[Marketing and communications] --> SM[Strategic marketing] MC --> BC[Brand and creative] MC --> CN[Content and news] </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Permanent Hours: Full time (35 hours) Pay range: Band: 6 	
<p>Key working relationships internal All teams and directorates across Diabetes UK</p>	

Key working relationships external

Creative and communication agencies, copywriters, photographers, designers, Diabetes UK stakeholders such as volunteers and healthcare professionals.

All jobs at Diabetes UK are based on a 10-factor competency framework called the **What-How Framework**. We've listed the key activities you'll undertake and the skills, knowledge and behaviours you need to be successful in this role. We've summarised these using four key competency areas in each section, however once appointed, you are expected to meet the requirements of all 10 factors. We'll explain this to you during your induction period. All elements listed below are essential requirements unless shown as (desirable).

Key activities – What you need to do

Collaborating with others	Improving delivery	Setting and delivering strategy and objectives	Make change happen
<ol style="list-style-type: none"> 1. Develop and manage relationships with colleagues across Diabetes UK, providing brand support and advice on how to use our brand effectively 2. Help embed our brand by running training, workshops and inductions for staff, agencies and freelancers to ensure they understand our brand and feel inspired by it 3. Champion our brand and support on internal engagement, helping colleagues see the value of aligning with brand to help them meet their own objectives 4. Manage a range of marcomms and creative projects, working with a team of specialists to deliver excellent results 	<ol style="list-style-type: none"> 5. Act as a brand guardian, understand the detail of our guidelines and become an expert on our personality, visual identity and tone of voice 6. Ensure brand tools, guidance and assets are up to date and available for both staff and supporters 7. Being an administrative lead for the team – respond to day to day queries, managing budget trackers, organise team meetings 8. Provide feedback and approval on assets developed using our creative template platform 	<ol style="list-style-type: none"> 9. Be the brand lead for key campaigns and initiatives across the organization, producing content and materials across a range of different channels that help bring our brand to life 10. Attend brand review and approvals meetings offering feedback to our in-house creative team across multi-channel design, copy and video/animation 11. Become an expert in our audiences and understand how our brand can flex to meet their different needs 12. Support on brand evaluation projects by conducting internal brand audits 	<ol style="list-style-type: none"> 13. Support the Senior Brand Manager with the ongoing development of the Diabetes UK brand and roll out of our refreshed identity 14. Stay up to date with developments across the sector and facilitate discussions around interesting and relevant work

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

Managing and developing self	Collaborating with others	Communicating with others	Improving delivery
<ol style="list-style-type: none"> 1. Be a self starter, proactive in delving into the detail of our brand and developing expertise in our personality, visual identity and tone of voice 2. Show a willingness to grow and develop in role, to seize opportunities to learn and to put your experience into action 3. Manage a busy workload with competing demands, and often working to tight deadlines, making good judgements on how and when to seek support from the team 	<ol style="list-style-type: none"> 4. Lead and enthuse people to get behind our brand and the value it adds to their work at every touch point – support and challenge through good knowledge of our brand, sound reasoning and winning hearts and minds 5. Provide well-reasoned and knowledgeable feedback that puts our audiences and brand strategy at the heart 6. Work as part of a team, supporting others with a positive attitude and can-do approach 7. Experience of managing projects, understanding the brief, identifying roles and responsibilities of your project group and planning and driving the work through to completion 	<ol style="list-style-type: none"> 8. Build trust and good working relationships across the charity – becoming a key contact for questions and queries about our brand and how our team can help 9. Show a strong creative eye and excellent attention to detail in providing feedback on our brand – both in our visual identity and tone of voice 10. Write clear, engaging copy that reflects our tone of voice for a range of audiences and purposes 11. Use excellent communication skills to inspire confidence and knowledge in using and applying our brand 	<ol style="list-style-type: none"> 12. Experience in working with brand personality, tone of voice and visual identity with the ability to apply knowledge and expertise to deliver exceptional communications 13. Be curious about our brand insights, and how we can apply them to help build positive feeling about our work as a charity
Qualifications – Qualifications you need to carry out this role			
N/A			