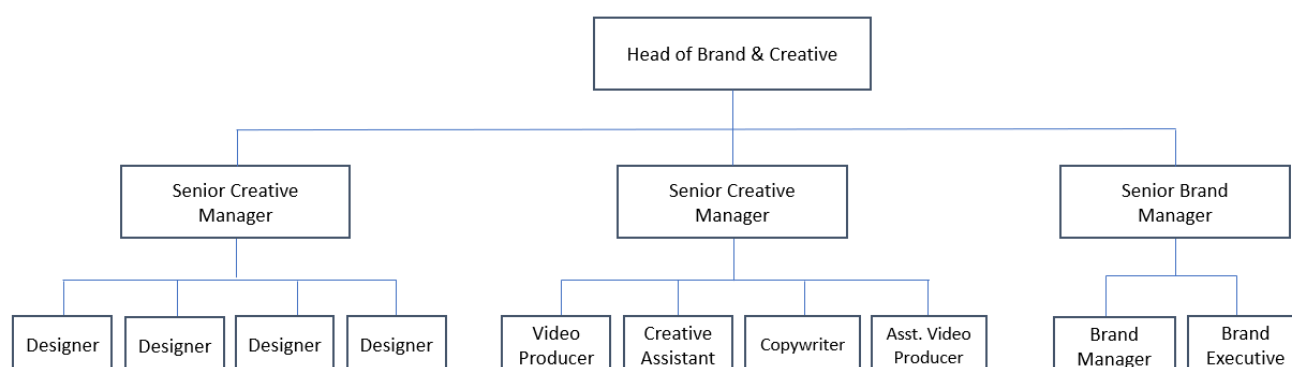


## BRAND EXECUTIVE

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 executive is responsible for embedding, championing and protecting our brand. The job holder will work on a variety of projects and campaigns that will strengthen and optimise our brand. They will provide expert advice to teams across the organisation and help bring our brand to life. They will drive internal engagement with brand by inspiring and informing others.

## MAIN DUTIES AND RESPONSIBILITIES:

- Act as a brand guardian, understand the detail of our guidelines and become an expert on our personality, visual identity and tone of voice
- Develop and manage relationships with colleagues across Diabetes UK, providing brand support and advice on how to use our brand effectively
- Be the brand lead for key campaigns and initiatives across the organisation, producing content and materials across a range of different channels that help bring our brand to life
- Attend brand review and approvals meetings offering feedback to our in-house creative team

- Become an expert on our audiences and understand how our brand can flex to meet their different needs
- Ensure brand tools, guidance and assets are up to date and available for both staff and supporters
- Help to 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
- Champion our brand and support on internal engagement, helping colleagues see the value of aligning with brand to help them meet their own objectives
- Stay up to date with developments across the sector and facilitate discussions around interesting and relevant work
- Support the Senior Brand Manager with the ongoing development of the Diabetes UK brand and roll out of refreshed elements
- Support on brand evaluation projects by conducting internal brand audits and updating our performance dashboard
- Being an administrative lead for team – respond to day to day queries, managing budget trackers, update our workflow status doc and organise team meetings

## **PERSON SPECIFICATION:**

The best person for this job will be able to:

- Work collaboratively with teams across the organisation
- Have a strong creative eye and be able to provide clear and consistent feedback
- Demonstrate excellent communication skills – including written and oral
- Speak confidently about the value of brand
- 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
- Working across a variety of different channels
- Supporting teams in brand implementation and acting as brand guardian
- Working with in-house creative teams and or with agencies

And also ideally:

- Working in the charity sector

The best person for this job will be:

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