

Job Description – Blind Veterans UK

Job title: Head of Brand and Marketing
Reports to: Director of Engagement and Fundraising
Department: Engagement
Location: London
Last updated: September 2017

Job purpose

To develop and manage the Blind Veterans UK brand such that it connects the organisation with our target audiences. Engage staff across the organisation so that they love/respect the brand and want to be part of its implementation.

To lead and manage a team (of circa 10 people) to raise awareness, understanding and consideration of the organisation and to effectively market our products and services.

To achieve/surpass marketing targets.

Main accountabilities of the post

1. Recruit, develop, lead and oversee a highly effective team to achieve stretch goals.
2. Manage team performance on an ongoing basis, rewarding success and acting on under performance.
3. With the Engagement leadership team, work to deliver the Engagement strategy with accountability for operationalizing the brand and marketing strand.
4. Develop and manage a budget to achieve the required ROI, year on year.
5. Position, manage and develop the brand, involving staff across the organisation and ensuring brand compliance.
6. With the Head of Customer Services & Experience, gather audience insight and market research ensuring its usage to inform all marketing planning and decision making.
7. Lead on all aspects of corporate marketing.
8. Work with colleagues to develop a marketing and communications plan that effectively communicates the purpose of the organisation, its product and service offers, and supports implementation at a community level.
9. Lead the development and implementation of our digital strategy and the ongoing development of a highly user-friendly website.
10. Monitor and evaluate all brand and marketing activity, seeking constant improvement.
11. Achieve/surpass marketing targets.

Additional responsibilities

- Attend in-house and relevant external training courses, as agreed with line manager.
- Practise and comply with all Blind Veterans UK current policies and procedures.
- Ensure GDPR compliance across all activity.
- Undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the post.
- Engage actively with our volunteers as appropriate and within the scope of the post.

- Promote and embed Equality Diversity and Inclusion (EDI) in all work and ensure community engagement information is communicated in plain English and meets accessibility requirements.
- Undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the post.

Autonomy and decision making

The post is largely self-directed in terms of prioritising workload and time management. The candidate will have a high level of decision making and it is essential that the candidate has proven ability to work under pressure often with conflicting priorities to drive tasks or projects to assured successful conclusions.

Communications

The post holder will use high level interpersonal and communication skills on a regular basis to influence decision making by others, this will include colleagues across the organisation, our Board, partners, supporters and potential supporters.

The post holder will work with Senior Staff, internal and external stakeholders, including the charity's partners.

Work with the Director, Heads of Department and managers to establish an engagement function that others across the organisation want to work with and receive professional assistance from.

Work context

1. The post operates within a busy department in a fast- moving Charity where effective matrix management and teamwork across divisions is pivotal. Primarily office based in London but given the nature of this role, the job holder may be required to travel within the UK on a regular basis.
2. Developing a brand that has a niche audience. Working with agencies.
3. Ensuring that we are maximising use of the digital channel.
4. Setting and working to challenging targets with conflicting demands requiring prioritisation.
5. Managing a diverse team of marketing and communications professionals through a period of change.

Person Specification

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Brand and marketing theory and practice. • Know how to monitor and evaluate marketing performance • Working knowledge and understanding of GDPR regulations 	
Skills	<ul style="list-style-type: none"> • Proven ability to engage diverse groups of colleagues across the organisation, creating a culture of 'one organisation, one team' and motivating all members of staff and volunteers to become a Blind Veterans UK brand ambassador. • Advanced leadership and management skills. • Track record in developing and implementing complex marketing and communications plans • Demonstrable capacity to generate imaginative, innovative, cost effective solutions to complex market problems. • Excellent interpersonal and communication skills. • Meticulous attention to detail • Good analytical skills. • Budget development and management. 	<ul style="list-style-type: none"> • Excellent presentation and report compilation skills
Qualifications	<ul style="list-style-type: none"> • Degree in relevant discipline or equivalent relevant vocational experience. • Member of the chartered Institute of Marketing 	
Experience	<ul style="list-style-type: none"> • Experience of gathering and using audience insight to inform planning. • Experience of developing and managing a brand. • Experience of strategic use of the digital channel, including developing websites. • Significant experience of leading/managing a diverse team to achieve targets. 	<ul style="list-style-type: none"> • Experience of the military environment • Experience of managing a team through a period of change • Experience of managing external strategic partnerships including agencies and suppliers. • Experience of managing a niche brand

	<ul style="list-style-type: none"> • Experience of embedding strategic thinking and planning and ability to clearly articulate a strategic direction and plan • Track record of developing people and achieving through others • Demonstrable track record of finding new solutions to old problems. • Strong track record in developing and managing brand. • Experience of establishing and maintaining strong relationships with a wide range of stakeholders with the sensitivity to achieve consensus. • Experiences of developing, monitoring and enforcing brand guidelines (including tone of voice). • Effective budget management, driving efficiencies and effectively supporting priorities to deliver long term sustainable advantage. 	
<p>Personal qualities</p>	<ul style="list-style-type: none"> • Well-developed level of emotional intelligence • Hard working, tenacious, determined • Strong leadership by example • Tact and diplomacy • Resilience • Resourcefulness and creativity • Good team player. 	