

JOB DESCRIPTION

Job Title: Brand and Campaigns Manager (Maternity Cover)

Location: Family Action Head Office, London or Homebased (some travel to Head Office required)

Hours: 25.9 hours per week (3.5 days per week)

Salary: Grade 4 Point 29 – 33

Service: Directorate of Development and External Affairs

Reports to: Director of Development and External Affairs

Summary of job:

To deliver Family Action's objective of being a bolder, stronger voice for families, this role is responsible for taking ownership and oversight of cross-organisational 'Family Voices' campaigns and communications work. As maternity cover, the postholder will need to deliver on existing plans as well as continue to develop a rolling 12-month calendar of activity.

Key tasks and responsibilities:

1. To manage the planning, delivery and implementation of integrated strategic communications, and brand and campaign activity, working closely with colleagues in the digital, fundraising, business development and services marketing teams.
2. To develop key brand and campaign messages and content to bring clarity and consistency to all marketing, fundraising and corporate communication.
3. To ensure brand compliance and consistency is maintained across all internal and external stakeholders.
4. To work closely with the digital team on a content strategy and new rich-media content; in addition ensure existing content is regularly maintained, factually correct, clear and comprehensive, and complies with brand guidelines.
5. To work closely with the fundraising team, in particular individual giving and corporate partnerships, to ensure all activity is aligned and brand compliant.
6. To work closely with the services marketing team to ensure brand and campaigns work supports and enhances services marketing key priorities.
7. To identify, develop and manage new opportunities and partnerships to deliver the organisational objective of being a bolder, stronger voice for families. This includes managing relationships with celebrity supporters, influencers as well as corporate partners where relevant to brand.

8. To line manage and support the development of the Content Officer.
9. To actively engage across the Directorate as a senior member of the team, supporting and driving cross team initiatives (e.g. Implementation and embedding of a new DAM system; case study task and finish group; horizon scanning and prioritisation etc.).
10. The post holder will also be required to:
Evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
 - a) Being **people** focused
 - b) Reflecting a '**can do**' approach
 - c) Striving for **excellence** in everything we do
 - d) Having **mutual respect** for everyone we work with, work for and support through our services
11. Ensure you have an understanding (appropriate to your role) of, and comply with Family Action's procedures for promoting and safeguarding the welfare of children and vulnerable adults.
12. Comply with Family Action's Diversity & Equality Policy and our Ethical Policy in every aspect of your work and positively promote the principles of these policies amongst colleagues, service users and other members of the community.
13. Comply with Family Action's Health and Safety Policy, Data Protection Policy and to protect your own and others' health, safety and welfare.
14. Work flexibly as may be required by the needs of the service and carry out any other reasonable duties as required.

Person Specification

1. Educated to degree level or equivalent professional experience.
2. Experience of executing brand awareness and fundraising campaigns designed to engage and influence both warm audiences and reach/grow new audiences.
3. Experience of brand development and management.
4. A good understanding of social media and digital communications.
5. Excellent copywriting skills for content creation.
6. Experience of managing external agencies and suppliers.
7. A professional, organised approach and strong interpersonal and team working skills, including in a matrix management environment.
8. A proven ability to deliver work under pressure to tight deadlines.
9. A self-starter and able to plan and manage their work independently.
10. Highly IT literate.
11. Ability to work with vulnerable groups and individuals for media and case study work being sensitive to their needs.
12. Line management experience.
13. Experience of budget setting and management.