

**Post:** Brand Officer

**Reporting to:** Head of Brand

**Key relationships:**

**External:** Agencies, partners, media contacts, supporters, ambassadors

**Internal:** All members of Team Worldwide from staff and trustees to researchers and virtual volunteers

**Purpose**

Reporting to the Head of Brand, the Brand Officer is a fantastic, hands on role where no day will ever be the same. You will be the ultimate brand ambassador - delivering significant increases in brand awareness and engagement by building credibility and cohesion for the charity's brand story through standout communications content, activity and corresponding materials. You will be the driving force working across the charity behind these key areas:

- Content and design
- Branded items and materials
- Employer and internal communications
- Publications
- Philanthropic and Partnership Development requirements
- Award submissions

**Key responsibilities:**

**Brand Awareness**

- Be the Brand Ambassador for Worldwide Cancer Research – develop a suite of brand materials and assets for both internal and external use working across all departments to ensure work is created on brand.
- Conduct an annual needs assessment of brand materials for the organisation and support the implementation of creating identified materials.

- Lead on brand awareness initiatives including identifying partnership opportunities to boost the charity's brand profile.
- Working closely with the Marketing and Fundraising directorate and Science Communications team, create and maintain a bank of materials and range of compelling design formats to deliver complex content in a relatable way.
- Act as a trusted source of written materials of the highest quality including proofing presentations, materials, supporter letters and advising on changes in line with the brand and copy guidelines maintaining the correct tone of voice and key messaging.

### **Internal communications**

- Lead on maintaining an engaging, inspiring and consistent internal communications programme including a monthly newsletter.
- Support new staff inductions on the use of the brand coordinating with the HR team.
- Create and maintain templates for brand materials for external and internal use such as presentation slides, funding proposals, letterhead.
- Manage the image, video and brand collateral folders ensuring files and documents are correctly labelled, organised and accessible.

### **External communications**

- Ensure the daily delivery of consistent messaging and brand management throughout all communications, brand material and collateral.
- Cultivate relationships with new and existing agencies, ambassadors, supporters and patients to position Worldwide Cancer Research as the charity brand of choice.
- Create a spreadsheet of awards opportunities each year and develop a strategy for those awards the charity would benefit from entering.
- In addition to the allocated key areas, work will be allocated to support other brand activities depending on the brand campaign content schedule.

## **Reporting, measurement and market research**

- Under the direction of the Head of Brand, deliver operational activities, tracking, monitoring and reporting on a clear set of objectives and KPIs.
- Keep up to date with market research and the latest trends in brand awareness raising in all formats and channels.

## **Generic information**

- The responsibilities within the job description are not exclusive or exhaustive. They highlight the major tasks and duties of the role and the post holder may be required to undertake other duties that are consistent with the overall purpose of role.
- We expect every job description will be subject to an annual review. In addition, posts may be reviewed where requirements of the charity change.
- We expect every member of staff to be a role model to others within and external to the charity during their duties upholding all the charity's values.

## Person specification

Requirements	Essential	Desirable
<b>Educational attainment</b>	Communications or Marketing degree or equivalent qualification/experience	Degree level educational attainment.
<b>Experience required</b>	<p>An understanding of the importance of maintaining a brand's DNA in all activity – internally and externally.</p> <p>Experience of generating high quality brand design and content for use across multi channels for various campaigns.</p> <p>Experience of working across a broad range of marketing and communications disciplines.</p> <p>Proven track record of proof reading and copy writing skills</p> <p>Strong verbal and written communication skills.</p> <p>The ability to push back and the confidence to say no if something is produced off brand, in order to protect the brand's unique position.</p>	Third sector experience.
<b>IT experience</b>	<p>Proficient in Microsoft Office 365, Adobe Creative Suites and video generation systems.</p> <p>Become an advocate for the charity in social media spaces.</p>	
<b>Skills and aptitudes required</b>	Visible drive, enthusiasm and a passion for all things brand.	

	<p>Strong planning skills with the ability to prioritise workload.</p> <p>A creative mind-set.</p> <p>Proactive and results driven.</p> <p>Excellent interpersonal and team-playing skills with proven ability to build effective working relationships with colleagues at all levels and with external contacts.</p> <p>Attention to detail.</p> <p>Discretion, honesty and integrity.</p> <p>Alignment with our organisational values.</p>	
<p><b>Other requirements</b></p>	<p>Ability to travel throughout the UK if required for meetings/key events – <i>currently this is not taking place due to COVID-19.</i></p> <p>Commitment to attending training courses for personal and professional development.</p>	

**Worldwide Cancer Research**

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