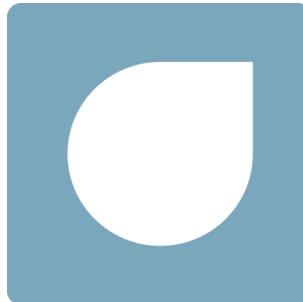




WaterAid/Joey Lawrence

Job description

Brand Officer



**47-49 Durham Street
London
SE11 5JD**

Full time permanent



About the role



Team description

The Brand and Editorial Team creates sector-leading brand assets, editorial and design content for WaterAid teams globally, to build brand love with our key audiences.

The Brand and Editorial Team is part of the Brand and Creative Team within the Communications and Fundraising Directorate.

Job purpose

The Brand Officer ensures UK teams have the knowledge, assets and desire to creatively and consistently implement our brand across all of their touchpoints.

In this role you will build strong relationships across the organisation, ensuring proactive guidance and clear communication to embed our brand identity, support with the appropriate use of our brand guidelines and increase brand awareness both internally and externally. You will be expected to draw upon your experience to anticipate and resolve branding challenges.

You will develop and produce tools, training courses and set up regular review sessions to build internal understanding of the brand. You will be proactive in identifying new materials and processes to support teams' application of the brand.

You will support with deepening our understanding of key audiences and use this insight to improve and develop communications for greater engagement. Your ability to manage multiple projects at any given time will be key.

Accountabilities



Accountabilities

- **Brand management:** Act as the brand ambassador on key projects to ensure we deliver against our brand vision and strengthen our reputation. Run brand induction workshops for new starters and key suppliers as required.

Work proactively and lead regular audits with teams to strengthen and support the appropriate use of the brand that engages relevant audiences across all channels (digital and print). This involves challenging and supporting teams (including senior internal stakeholders) to produce communications that maximise brand creativity and consistency. This includes the creation of sub brands and new events and products.

Act as the brand representative for our Strategic Partnerships – attending meetings, reviewing marketing collateral and ensuring that communications and activities are engaging and build understanding of the brand. You will also be responsible for working alongside our Strategic Partnership teams to identify and produce key messaging and core resources.

Promote and maintain the brand hub on the intranet, providing teams with clear guidance, key messages and core assets to support the creative and consistent implementation of the brand. Ensure the Brand and Editorial team are well known and respected by ensuring regular updates are cascaded via team meetings, emails and yammer.

Promote and help develop the creative services Preferred Suppliers List, identifying gaps and getting new suppliers as required.

- **Brand training:** Support teams to achieve the highest standards by building their brand, design and editorial capacity with training, mentoring and review sessions. This includes identifying and developing further training packages.
- **Brand assets:** Carry out a needs assessment of materials and support the creation of new core assets that explain who we are and what we do. Write comprehensive creative briefs and manage new collateral projects through to completion (working with the project owner, editor/designer or freelancer). Ensure that content engages, and increases brand equity with relevant

audiences, taking into account the needs of different teams. This will involve challenging and supporting teams to produce communications that deliver the Global strategy.

- Maintain and add to the core tools which support the use of the brand.

Create and maintain useful brand templates for external and internal use (including presentation slides and proposals, etc).

- **New product development:** Look for opportunities and show ability for new product development by using consumer/market insights, competitor analysis and understanding of what teams need. Support concept creation, production development, and launch strategy. You will work closely with media, design, web and print teams/agencies to develop, cost and execute projects ensuring the best value for WaterAid. Agree project implementation plans and how work will be handed over to relevant team to take forward.
- **Brand strategy:** work with the Brand and Editorial Manager and Brand and Editorial Lead to further our understanding of our key audiences. You will support with testing new propositions, messaging, tone, language, and design elements. Use this understanding to improve future audience engagement with teams.
- Role may be required to manage volunteers, freelancers, depending on business needs.

Person specification



Essential skills

1. Relevant graduate level qualification or equivalent work experience.
2. Proven Brand marketing experience in a large, complex organisation.
3. Thorough knowledge of branding issues, and practical experience of successfully promoting & implementation brand guidelines (visual and verbal) across all channels (digital and print) in an organisation.
4. Demonstrable experience of working proactively with other teams to share and embed good practice, skills and relevant brand assets. Strong networker, able to positively engage, challenge and support a wide range of staff across multiple disciplines.
5. Capable of devising, evaluating and promoting creative solutions to appropriately balance generic brand guidelines with the audiences and objectives of specific touchpoints.
6. Strong copy writing and editing skills; able to incorporate key messages and brand language into copy for audiences ranging from general public to technical specialists.
7. Ability to generate, develop and critique creative work effectively, with a good eye for design and photography.
8. Proven experience of managing projects, suppliers (including printers and translators) and budgets.
9. Excellent written and verbal communication skills in English.
10. An organised and thorough approach to planning and managing projects, with the ability to use own initiative to meet deadlines on competing priorities.
11. Experience of using audience insight and impact measurement to evidence and plan.

12. Proficient in Microsoft Office including; Powerpoint, Excel and Word.
13. Resilient, with the ability to deal successfully with stakeholders who are passionate about their point of view and subject area.
14. Strong influencing skills.
15. Commitment to WaterAid's values and a working style that reflects these.
16. Stakeholder relationship management - ability to build rapport, instil trust, and communicate in a way people understand and respond positively to. Emotional intelligence to build relationships at various levels within the organisation.

Desirable skills

1. Experience of the charity sector in general and international development in particular.
2. Knowledge of engaging fundraising audiences within a charity.
3. Spoken and/or written French and/or Portuguese.
4. Desktop design and/or publishing skills (Adobe Creative Suite).