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# Job Description

**Job title:** Brand and Content Manager

**Reference:** SUS3172

**Salary:** Grade H: 31,683 pro rata per annum

**Hours:** 37.5 hours per week

**Contract:** Permanent

**Base:** Home based with minimum two days every two weeks in Bristol or Bristol based

Initial home working may be expected due to

office closures during current C19 restrictions

**Job purpose:**

Under the direction of the Head of Strategic Communications, to lead on the development and implementation of a charity-wide strategic content strategy and planner. To champion the Sustrans brand and provide brand management expertise to help Sustrans strengthen its reputation as an authoritative voice on walking and cycling. Working as part of the UK-wide Strategic Communications team, the wider External Affairs Directorate and closely with the region/nation Directorates to ensure a strong, engaging and inclusive brand voice, identity and consistent content and story-telling.

**Key relationships:**

Internal: Head of Strategic Communications

Head of Marketing

Head of Policy

Senior Designer

Internal Communications Manager

HR team

Heads of Partnerships in the regions and nations

Communications and marketing officers across Sustrans (Communications Network)

Executive team

Project managers

External: Partner organisations

Marketing and digital agencies

**Key responsibilities:**

**Delivery of project or services**

1. To work with the Executive team, the Head of Strategic Communications and the Director of Fundraising and Supporter Engagement to review brand architecture and brand identity, and make recommendations for mid and long-term development.
2. Line management responsibility.
3. To monitor brand recognition and reputation and report through the Head of Strategic Comms to the Executive team.
4. To support the devolved organisational structure by implementing helpful and accessible processes for ensuring Sustrans-wide brand compliance.
5. To implement manageable processes for the auditing of offline and online communications and working collaboratively with colleagues to build a good understanding of the need for a strong and consistent voice across the Charity.
6. To advise the Head of Strategic Communications on future brand and content strategy.
7. To work with colleagues across the organisation to review, develop and introduce web-based brand frameworks that assist with the development of engaging and effective communications and marketing collateral, and that help to strengthen our voice and identity with external audiences.
8. To support internal teams to define and communicate areas of work, concepts and projects across the organisation in an engaging, accessible and consistent way, eg Liveable Cities and Towns, For Everyone, 20 minute neighbourhoods.
9. To develop and maintain branded templates, assets and other materials for organisation-wide use.
10. To represent and continue to embed Sustrans’ vision, values and For Everyone principles across the organisation.

**Communications (general)**

1. To provide editing, proofreading and content creation support as appropriate and as required
2. To raise the profile of Sustrans, by representing the charity at meetings, activities and events, as relevant and required.
3. To support and comply with the charity’s guidance on branding, tone of voice and key messages, positively contributing towards raising Sustrans’ profile.

**Business development**

1. To contribute toward the development of new ideas and innovative strategies for product development, marketing, branding, or business opportunities

**Training and personal development**

1. To attend essential Sustrans training as required by the Charity.
2. To ensure own personal development by working to objectives set as part of the Charity’s appraisal process.

**Health & Safety, Safeguarding and Equality, Diversity and Inclusion:**

1. To support and comply with the organisation’s policy for the management of Health and Safety.
2. To support and comply with the organisation’s policies for the management of safeguarding.
3. To support and comply with the organisation’s policy and procedures relating to Equality, Diversity and Inclusion and apply principles of best practice in own role.

**Other**

1. To perform any other duties consistent with the nature and grade of the role as agreed with the line manager.

**Working conditions:**

The post-holder will live close to the nominated office base although there may be opportunities to work from home. Overnight stays away from home will occasionally be necessary. The post-holder must be prepared to walk, cycle or use public transport for the majority of work journeys. The post-holder will be required to attend monthly team meetings at the Sustrans headquarters in Bristol.

**Special note:**

This job description does not form part of the contract of employment, but indicates how that contract should be performed. The job description may be subject to amendment in the light of experience and in consultation with the jobholder.

Compiled by: Interim Head of Strategic Communications

Date: March 2021

**Brand and Content Manager (SUS3172)**

**Person specification:**

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| **Criteria** | **Essential** |
| Qualifications, education and training | Good level of education  Evidence of ongoing personal development |
| Experience | Experience of working cross-organisationally with colleagues at all levels and in different locations.  Significant experience of working in a brand communications role.  Extensive experience of working in a marketing/communications role.  Experience of presenting information to senior teams to gain buy-in and consensus  Good experience of managing and developing brand compliance and brand management platforms (such as template platforms, media libraries).  Good experience of writing and implementing brand guidelines.  Experience of delivering training and workshops. |
| Skills and abilities | Excellent communications skills with the ability to communicate complex concepts both verbally and in writing for different audiences.  Excellent interpersonal skills with the ability to develop and maintain relationships with a wide range of internal and external stakeholders, and at all levels  Ability to produce compelling and engaging copy for external and internal communications.  Ability to gain trust and build understanding around the importance of the Sustrans brand.  Good proofreading skills.  Ability to use own initiative and to work both independently and as part of a busy team  Ability to plan and effectively prioritise own workload  Good level of IT and digital literacy |
| Knowledge | Understanding of the current issues and opportunities in the not-for-profit sector  Good working knowledge of marketing principles and best practice  Good working knowledge of brand management.  An understanding of General Data Protection Regulations (GDPR). |
| Other | Committed to Sustrans’ vision  A can-do attitude and an enthusiasm for self-improvement, new technology and communications. |

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| **Criteria** | **Desirable** |
| Qualification | Chartered Institute of Marketing qualifications |
| Experience | Experience of delivering strategic communications.  Experience of working with a strategy team.  Experience of developing and delivering brand management plans.  Experience of working in a devolved organisation across multiple sites.  Copywriting experience.  Experience of implementing platforms or systems that support brand management and compliance.  Internal communications experience. |
| Skills and abilities | Excellent copywriting and story-telling skills.  Strong digital skills.  A good understanding of design principals and ability to communicate well with designers and copywriters.  Ability to write for the web and use a content management system (for intranet and/or internet) |
| Knowledge | Good understanding of the role of brand management at a strategic level  Good understanding of the role that cycling and walking can play in tackling air quality, congestion and health issues.  A good understanding of General Data Protection Regulations (GDPR) and the implications on brand asset management. |