

Job title: Brand Officer Full time post – 35 hours per week	Responsible for:	Reporting to: Head of Marketing
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Primary Role

The main responsibilities of the Brand Officer:

1. To be a champion for the brand within the charity and to help ensure all communications are consistent and professionally delivered.
2. To be responsible for the design, content and production of all key corporate publications – including acting as editor of our flagship biannual magazine, Frontline.
3. To have a robust understanding of our audiences and help devise strategies that increase awareness and profitable engagement with them.
4. To work collaboratively with other departments within the charity to devise on-brand marketing campaigns that support their initiatives.
5. To support other members of the team with copywriting, proofing and editing content across the website, social media, PR and print.

Specific Tasks

- Take ownership of 'Brand Stencil' – our brand asset library. Ensure it is kept always up to date. Continually monitor and report on usage and work closely with users to develop new assets and templates as required.
- Conduct a major annual review and update of Brand Stencil following the publication of each year's Annual Report (when key figures within documents change).
- Take ownership of the development and production of several key corporate publications including Frontline magazine, the Annual Report and Annual Review. This includes setting timelines, creating flatplans, drafting and commissioning content, briefing and liaising with designers, proofreading and editing, and managing printers and mailing houses.
- Continuously monitor the efficacy of the brand, it's graphics and key messages to ensure it resonates with our key audiences. Conduct periodic reviews and proactively propose refinements and improvements ensuring it is always fit for purpose.
- Develop and maintain a user-friendly set of audience profiles. Periodically commission research to improve our knowledge in this area.
- Working in partnership with other members of the communications and marketing team, help develop themed campaigns at key points across the year designed to build awareness and positive engagement with the charity. This will include objective setting, strategy development, creative development and media planning and buying,

utilising our own channels (website, social platforms) and a range of other traditional and digital media as appropriate.

- Brief suppliers in a way that ensures the output they give us is up to standard and on brand, e.g. preparing briefs for photographers or videographers.
- Be the go-to person for all-things editorial: spotting grammatical errors, refining content and ensuring all our output is compelling and professionally delivered.

Person Specification: Skills & Experience

To be successful, you will be educated to degree level in a relevant field, with excellent oral and written communication skills, organisational skills and interpersonal skills. You will have the ability to produce accurate, clear and consistent communication and marketing outputs and communicate with beneficiaries and vulnerable individuals about complex and sensitive issues. With an interest in the issues affecting soldiers and veterans in need of support, you will also have:

- At least three years' experience working in the field of brand, communications and marketing – preferably with some experience in a manager role
- First class copywriting and editorial skills
- Good verbal communication skills and the ability to build positive relationships with internal and external stakeholders at all levels
- Competency with the Adobe suite, including InDesign and Photoshop, would be an advantage

Agreed by:

Date:

Published Date: