

Brand and Communications Manager

Location: London, Hybrid

Reports to: Director of External Affairs and Communications

Direct reports: Marketing and Communications Officer, Designer

Contract: Permanent, Full-time

Salary: £47,215

THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD

The Duke of Edinburgh's International Award (the Award) is a Non-Formal Education and Learning framework encouraging young people to find their purpose, place and passion in the world.

In more than 130 countries and territories, our globally recognised accreditation is available to all 14 to 24-year-olds, of all backgrounds, locations, cultures and abilities.

Through the programme, each young person becomes part of something special while developing their own interests, universal skills and life aspirations.

Founded in 1956, the Award highlights the value of Non-Formal Education and Learning. Today there are consistently over a million young people taking part in the Award to believe in the power of their potential, make a difference in their community and take control of their future. The result? Entire generations of innovators and changemakers who are truly world-ready.

Participant numbers

1,151,012

Award participants in 2023



supported by 169,860 adults | 98% of whom are volunteers

5%

20%

256,167 Awards were gained

6 million+ hours of volunteering, physical activity, and Skills achieved in 2023

Operators

62
National Award Operators

465
Independent Award Centres

3
Operating Partners

Social Impact

23%

$1,408 million USD (£940m) of global social value across more than 120 countries and territories.

26%

And with a projected future global social value of $3,712 million USD (£2,477m).

THE AWARD FRAMEWORK

Whilst the framework of this internationally recognised accreditation remains the same around the world, participants select self-identified areas of interest to pursue. Each young person develops their own unique Award programme that builds the character, skills and confidence needed to improve themselves and their communities.

The Award encourages them to step outside their comfort zone and develop positive habits that they will take with them for the rest of their lives.

FOUR SECTIONS (FIVE AT GOLD LEVEL)



**Gold level only*

THREE LEVELS



WHERE IS THE AWARD DELIVERED?

The Award is delivered via hundreds of thousands of youth-focused partners and operators in a wide range of locations, from schools and custodial institutions to Scout groups, and refugee camps.

Although the Award's framework remains the same wherever it is delivered, every Award is itself unique and no two Awards are the same.

The Award is currently licensed in 130+ countries and territories. Find out more below.



WATCH: Mental and Physical Health, Trinidad and Tobago

WATCH: Blind Boys' Academy, India







WATCH: The Award in Zambia: Plan, Do and Review



READ: Special Projects, Nepal

THE FOUNDATION

The Duke of Edinburgh's International Award Foundation is the international charity that drives and encourages the Award's growth, access and impact across the globe. Working in partnership with organisations and governing bodies, we oversee the licensing of Award operators – including schools, youth groups, employers and custodial institutions – in more than 130 countries and territories. With our guidance, operators deliver the globally-recognised Award, which provides opportunities for 14 to 24-year-olds of all backgrounds, locations, cultures and abilities, to develop their interests, skills and life aspirations.

Our long-term aim is that every eligible young person aged 14 – 24 will have the opportunity to participate in the Award.

We aim to increase the Award's global access, reach and impact through:

- raising and granting funds to scale up operations and increase diversity, equity and inclusion
- campaigning to raise the profile of non-formal education and
- learning broadening our network of volunteers, operators and digital systems ensuring participation is affordable for all

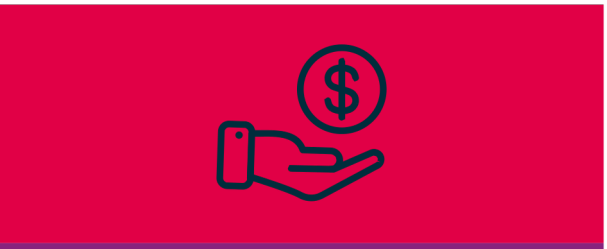
When it comes to creating empowered citizens who will go on to solve some of society's biggest problems, we must acknowledge that many of life's greatest lessons happen beyond the classroom. The Award gives young people the chance to discover exactly that.



OUR KEY AREAS OF WORK

BEYOND LICENSING AND ACCREDITATION

Whilst one of our primary roles is to license the Award around the world, the Foundation is so much more than a franchiser. We work with our Operators Partners to drive global change in a number of key strategic areas.



FUNDING

We provide grants to operators in our global Award family to scale up their operations and/or carry out projects that enable even more young people to take part in the Award.



TRAINING

We provide licensees with advice and support, in the form of ongoing account management, training sessions, online training materials, and access to a global peer-to-peer discussion forum.



ADVOCACY

We partner with key organisations to increase global awareness of the value of Non-Formal Education and Learning and to improve the lives of young people.



GLOBAL PARTNERSHIPS

We actively work to build partnerships with organisations to deliver the Award around the world. Corporate Partnerships form an integral part of this portfolio.



RESEARCH

We conduct ongoing research into the Award around the world using multiple initiatives, such as satisfaction surveys, outcomes evaluation and work with external experts on projects, like our award-winning Global Social Value research.

OUR IMPACT

The value and impact of the Award extends far beyond the intrinsic benefits enjoyed by the young people.

We believe the Award framework can be a blueprint for investing in human capital, specifically strengthening resilience, improving global prosperity and helping the world's most vulnerable.

The Award does this through working in partnership with young people and their communities, encouraging them in finding their own development solutions.

Participation in the Award also directly enables young people to contribute to a number of the United Nation's Sustainable Development Goals (SDGs), including Quality Education and Decent Work and Economic Growth.

Our established impact measurement initiatives, developed alongside academic institutions and partners, have revealed that the Award has a direct, positive impact (both financial and non-financial) on the people and communities it touches. In 2022, the Award had a Global Social Value of £762 million.

The impact of the Award:

- Global Social Value of £762M
- Improved employability and earning potential
- Improved physical health and fitness
- Improved mental health and emotional wellbeing
- Increased engagement with charitable and community causes
- Improved environmental impact
- Increased social cohesion
- Reduced offending



THE AWARD IN 2023

AS A RESULT OF DOING THE AWARD...

79% felt inspired

76% are more confident

81% are more determined

84% are more resilient

85% now see challenges as opportunities to develop

BUILDING POSITIVE HABITS

83% improved their fitness

92% now plan to participate in regular physical activity

77% now plan to volunteer regularly

77% now plan to participate in regular skill development

BROADENING HORIZONS

96% tried something new

82% see the importance of contributing to their community

86% improved their teamwork skills

80% are better at seeing other people's point of view

81% feel more comfortable in new and unusual situations

PARTICIPANTS SAY...

“Not only does it make me feel proud, but it also helps me figure out what I do well at, and why. So that I can carry on doing it and use it to shape my future” Award participant, India

"The Award got me involved in areas outside my natural areas of interest, allowing me to grow and develop through skills and experiences I would not have chosen if I had not done the Award.” Award participant, Canada

*Survey of 2,738 responses from 37 countries, between January 2023 and December 2023

Role Summary

Job Title: Brand and Communications Manager
Location: London, Hybrid
Reports To: Director of External Affairs and Communications
Direct Reports: Marketing and Communications Manager, Designer

Interviews to take place 17th and or 18th December 2026

Role Purpose

Manage the delivery of The Duke of Edinburgh's International Award Foundations' (the Foundation) brand, marketing and communications priorities, leading and developing the team and translating agreed strategy into high-quality, audience-focused activity. Drive implementation and adoption of the global brand across the Foundation and wider Operator network, building capability and ensuring consistently high visual and editorial standards.

Key Responsibilities

Brand implementation and stewardship:

- Manage delivery of the agreed global brand identity and strategy, balancing network-wide consistency with local relevance.
- Manage the quality, accessibility and adoption of shared brand guidance, messaging and creative resources.

Marketing excellence and Operator capability:

- Develop and deliver the audience approach within agreed organisational strategy, using insight and evaluation to strengthen communications, campaigns and national growth.
- Strengthen Operators' national brand and marketing capability with Operations and regional colleagues.
- Share operational responsibility for the influencing community of practice with the External Affairs Lead, strengthening national practice through shared expertise.

Communications, channels and reputation:

- Lead the delivery of public communications and digital channels, connecting audiences with the Human Skills strategy, evidence and young people's experiences.
- Manage visual and editorial standards, ensuring accurate, accessible content that respects consent, rights, data protection, safeguarding and dignity.
- Manage communications for royal and high-profile engagements, supporting the Foundation's profile and reputation with the Director and authorised contacts.

Planning, management and shared delivery

- Manage the delivery of the integrated brand and communications programme, setting team priorities and managing workload, budgets, suppliers and risks. Make operational decisions within agreed authority, using evidence and feedback to improve results.
- Line-manage and develop the Marketing and Communications Officer and Designer, setting clear expectations, reviewing performance and supporting ownership and improvement. Ensure consistent standards, inclusive working and safeguarding practice, coordinating with colleagues and escalating issues appropriately. Represent or deputise for the Director within delegated authority.

CRITERIA	ESSENTIAL
Essential criteria	Essential — brand implementation: substantial experience translating a brand identity and strategy into practical guidance, resources and coordinated adoption across multiple teams, partners or locations. Essential — marketing: substantial experience developing audience-led plans and integrated campaigns, using insight and evaluation to improve outcomes rather than reporting activity alone. Essential — capacity-building: Some experience of designing and delivering training, facilitating peer learning and creating adaptable resources that strengthen partners' national brand and marketing practice. Essential — communications and quality: strong copywriting, editing and creative briefing skills; experience leading public digital channels and maintaining visual and editorial standards across varied organisational outputs. Essential — proactive delivery: strong ability to anticipate needs, propose improvements and take agreed work from initial idea to completion, balancing ambition with resources and risk. Essential — collaborative working: strong ability to co-design work, clarify responsibilities, share information and expertise, respond constructively to feedback and build effective relationships that support coordinated team delivery. Essential — management: some experience managing people and delivery, including setting priorities, delegating work, providing feedback and supporting performance and development, alongside managing projects, suppliers and budgets. Essential — responsible practice: solid understanding of accessibility, consent, data protection, safeguarding and respectful international working.
How identified	Identified during application and interview.

General Information

35 hours per week (Monday to Friday) with some flexibility given and required.

Hybrid, with attendence at the London office two days a week.

International collaboration across time zones, with occasional overseas travel and out-of-hours engagements, planned reasonably and subject to agreed arrangements.

Overtime is not payable, though hours worked over and above standard contract can be taken in lieu of payment (in line with policy).

Benefits to be discussed during interview.