

Recruitment pack



Brand Manager
Permanent

Closing date: 22 May 2026

What you need to know about the role

Job title:	Brand Manager
Reports to:	Interim Senior Marketing and Communications Manager
Location:	We currently offer a hybrid-working model. This means you may usually work from your home or remote location, but are expected to attend meetings and pay for your own travel to the office in London Bridge when required.
Hours:	Part time, 2 days per week. The charity has a core hours policy with core hours of 10am – 4pm and flexibility around remaining hours.
Salary:	£14,400 (£36,000 FTE)



About Target Ovarian Cancer

At Target Ovarian Cancer, we target what's important to stop ovarian cancer devastating lives.

We give trusted information, to help people ask questions and make decisions that are right for them. We connect people with shared experiences, and we support families every step of the way.

We stand together as a powerful community for everyone facing ovarian cancer across the UK, sharing stories and raising voices, to make sure that ovarian cancer becomes a health priority.

We know that early diagnosis saves lives, so we work closely with GPs who are at the heart of this, to help them diagnose ovarian cancer faster and earlier – giving everyone the best chance of living.

And our investment in research to find new, better and more targeted treatments means that everyone can live with hope for their future.

We're fighting for a world where everyone with ovarian cancer lives, and we're targeting what's important – symptoms awareness, early diagnosis, better treatments and support for all.



Our values

Learn about the values we expect from ourselves and each other, at every level of the organisation, every day.



Supportive

Working together to be there for women with ovarian cancer and their families.



Expert

Bringing together the knowledge, skills and experience to succeed.



Pioneering

Constantly pushing boundaries, innovating and working to be the very best we can be.



Empowering

Helping people to achieve their goals.



Passionate

Women with ovarian cancer are at the heart of everything we do.



Impactful

Delivering the changes that women with ovarian cancer and their families need.



My favourite thing about working at Target Ovarian Cancer is definitely the people – it's an absolute pleasure to be part of such a passionate and dedicated team who are super friendly and fun to work with!"

- Hayley, Head of Digital



Specific responsibilities

Brand management

- Ensure that Target Ovarian Cancer's brand is presented consistently and creatively by internal and external stakeholders, acting as first point of contact for brand queries and checks.
- Manage our 'Brand Hub', identifying and developing resources (e.g. guidelines, processes, training, FAQs) to support staff in its consistent application.

Design

- Lead on the in house creative design of all major assets and resources, working with colleagues to create an effective process for briefing in work and managing feedback.
- Where budget allows, lead on project management of external design work with agencies and creative partners.
- Develop and manage our photography and video library, and guidelines. Plan and oversee photo and film shoots with photographers and videographers, and ensure that all images used support our brand identity, and are stored, managed, reviewed, making sure consents are managed and data security principles are followed.

Marketing coordination and strategy

- With the support of the Marketing Officer, develop marketing plans for teams as required to raise awareness, promote our services, campaigning and other areas of our work as required.
- Hold responsibility for day to day marketing coordination to ensure effective planning across teams, channels and audiences
- Support the Interim Senior Marketing and Communications Manager with the development and delivery of our wider organisational marketing and engagement strategies.

Contributing to our culture

In addition, Managers are expected to:

- Role model the charity's culture by creating a welcoming and inclusive environment for all colleagues, working collaboratively and taking accountability.
- Proactively raise misalignment to the strategy or inefficiency.
- Highlight opportunities to capture high quality data for insight, and suggest ways to achieve this.
- Apply and role model the charity's approach to open, regular, well delivered feedback.
- Flag risks and follow processes to manage risk.

Due to nature of the role, you will sometimes be asked to work outside of office hours and there will be occasional travel across the UK.



Person specification

The best person for this role will have experience of:	Essential	Desirable
Working in marketing and/or communication teams, with previous experience in a marketing or brand role	X	
Brand, and knowledge of brand strategy, brand development, brand identity and brand management	X	
Delivering against a marketing strategy		X
Leading projects and campaigns		X
Working with a high level of attention to detail	X	
The best person for this role will have the skills to:	Essential	Desirable
Manage multiple projects concurrently	X	
Create assets and materials in house using Canva, Adobe and similar platforms	X	
Manage third party suppliers e.g. agencies, freelancers, volunteers	X	
Train and upskill staff in using basic design templates as required	X	
The best person for this role will be (behaviours):	Essential	Desirable
Able to work independently and calmly under pressure	X	
Used to thinking creatively and introducing new ideas and concepts helping to support the wider objectives of the communications team	X	
An excellent relationship builder who offers brilliant customer service to internal stakeholders	X	
Strong team-player who can also work independently	X	
Excellent interpersonal and communication skills. Can bring people together and explain brand and marketing to non-specialists	X	
The best person for this role will be qualified in:	Essential	Desirable
No specific qualifications required	N/A	



Benefits



Holidays

Staff start with 25 days' annual leave entitlement, rising to 27 days after one year's service and 30 days after two years' service and also receive statutory public holidays. This is pro-rated for part time staff.



Employee assistance programme

All members of staff, their partners and any dependants between the ages of 16 & 24 in full time education, have access to a free and anonymous service providing information, expert advice and specialist counselling to deal with a wide range of issues staff may encounter in their personal or work lives.



Health Service Discounts

All Target Ovarian Cancer staff are eligible to sign up to the NHS Health Service Discounts website as healthcare-related charity staff and receive discounts on shopping, insurance, mobiles, and more!



Volunteering

All staff are encouraged to volunteer at Target Ovarian Cancer events at least twice a year. Time off in lieu is given for these volunteering times when staff volunteer out of working hours.



Pension

5 per cent employer contribution.

Meet the team



I was made to feel so welcome by everyone at Target Ovarian Cancer from my very first day, and that support has definitely continued. The hybrid working model works well, but there are still plenty of great opportunities for us all to meet in person. Everyone has a really strong understanding and passion for our work and what we're here to achieve, and it's fantastic to be a part of that."

- Anna, Digital Marketing Manager



Benefits



Interest-free season ticket loan

Allowing staff to spread the cost of annual public travel to and from the office over a set period of time.



Childcare vouchers

Available to those already on the childcare voucher scheme.



Buddy system

All new starters are allocated a buddy to help welcome them into the charity and support them in settling in.



Hybrid working

Our hybrid working policy means staff may usually work from their home or remote location, and are expected to attend meetings and pay for their own travel to the office in Angel, London when required.



Social committee

Target Ovarian Cancer's social committee organises fun social events creating a sense of togetherness and wellbeing among our valued staff.



Flexible working

Our standard full-time working week is 35 hours. We make every effort to support flexible working requests where possible (we respect people's different working preferences and the need for a healthy work-life balance).

Equal opportunities

Target Ovarian Cancer is committed to the promotion of equal opportunity and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.



How to apply

To apply, please submit a CV and answers to the screening questions to jobs@targetovariancancer.org.uk. Please also complete this [equalities monitoring form](#) and send to equalities@targetovariancancer.org.uk.

Please submit your application by 23:59 on Sunday 24 May 2026.

If you would like to receive a paper copy of the recruitment pack, please call 0207 923 5470 or email jobs@targetovariancancer.org.uk with the address you would like us to post it to.

We want to make our recruitment accessible to all, if there is a way we can support you in your application, please contact us at jobs@targetovariancancer.org.uk.

Target Ovarian Cancer is a company limited by guarantee, registered in England and Wales (No. 6619981).

Registered office: 10-18 Union Street, London, SE1 1SZ. Registered charity numbers 1125038 (England and Wales) and SC042920 (Scotland).

Find out more

 targetovariancancer.org.uk/jobs

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