

## Brand services executive

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**Job location:** Remote, with some time in Haywards Heath, Sussex, United Kingdom

**Reports to:** Global brand manager

**Department:** Fundraising and marketing

**Contract length:** Permanent

### Job purpose

Working closely with the global brand manager, the brand services executive will support with brand requests and queries from across the organisation, to ensure the Sightsavers brand standards are implemented, and colleagues are familiar with and know how to use the brand resources available to them. They will work directly with internal clients, providing authoritative project coordination as well as commissioning services and materials from suppliers and delivering branding projects.

They will support the global brand manager in maintaining the Sightsavers brand assets, templates and guidelines, and in delivering training in the use of these. They'll enjoy close working relationships within their own team and across the organisation.

### Responsibilities

- Work in close partnership with the global brand manager to project manage brand assignments and tasks, ensuring these are briefed fully, with clear objectives that support business strategy or complement those of the wider organisation.
- Manage relationships with internal clients both in the UK and overseas, ensure they deliver their input on schedule, and update them on project progress.
- Work with the team to ensure clients' requirements are met and all brand projects are delivered on time and (when applicable) within budget.
- Help brief in design and copy to the broader team, and deliver branded materials throughout the organisation as requested; eg signage, posters, business stationery, etc., including checking files and creating final outputs.
- Ensure all brand projects and materials adhere to brand and accessibility guidelines.
- Maintain brand templates, assets, guidelines and content management systems.
- Develop and update branded templates in Microsoft Office, InDesign and Photoshop.
- Respond to straightforward brand queries from across the organisation, discussing these with senior team members where appropriate.
- Support the global brand manager with the implementation of an inclusive brand training programme, delivering training in the use of branded templates, brand assets and brand content management, both in person and via self-produced webinars, and training materials.

- Ensure colleagues are familiar with Sightsavers' brand standards, including visual branding elements, use of language and accessibility requirements, and know how to implement them.

Flexibility is necessary and the job holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.

### **Job entry requirements (knowledge, skills and experience)**

- Strong written and oral communication skills, with the ability to communicate clearly and confidently with colleagues globally who have a range of branding and communications knowledge.
- Good 'soft' communications skills, including influencing, negotiating and managing expectations.
- Experience working directly with designers and content creators.
- Demonstrable ability to take instruction, work proactively and complete tasks.
- Strong planning and organisation skills, with demonstrable ability to keep track of multiple projects and prioritise work to maximise efficiency and impact.
- Able to set and adhere to deadlines, and ensure other people also meet them.
- Strong problem-solving skills and demonstrable initiative.
- Attention to detail, process-driven and possessing administrative aptitude.
- Supportive nature with an aptitude for training and an interest in learning.
- Intermediate to advanced skills using Microsoft Office and Adobe Creative Cloud, in particular Word, PowerPoint, InDesign, Illustrator and Photoshop.
- An understanding of and commitment to equality of opportunities for disabled people, with a particular focus on accessible communications.
- Experience using image libraries, file and content management systems. (Desirable)
- Experience of working in branding or marketing communications, or in the Not-For-Profit, design or publishing sectors. (Desirable)
- French language skills and/or lived experience of the countries where we work. (Desirable)
- Passion for branding and visual communications, and a proven eye for quality design and editorial.

### **Key relationships**

- Web, design and branding team-mates
- Campaigning and communications
- Fundraising and marketing
- Content stakeholders across Sightsavers
- External agencies when required