

JOB DESCRIPTION

Head of Brand & Commercial

Building a consistent, youth-centred brand and turning it into sustainable income

DEPARTMENT	Brand & Commercial
REPORTS TO	CEO
LOCATION	London, Hybrid
WORKING HOURS	Part time, 3 Days a week
SALARY	£40-£50k pro rata at 3 Days a week
CONTRACT TYPE	Permanent
LINE REPORTS	Social Media Manager, Graphic Designer intern, freelance videographers and content creators

THE OPPORTUNITY

This is an opportunity to help shape one of the UK's most ambitious youth development charities as we move from a founder-led organisation to a nationally recognised institution. The successful candidate will help build the systems, culture and capability that will enable 20/20 Levels to scale its impact over the next decade.

This role is designed for an exceptional senior manager ready to step into their first Head role with real decision-making authority, a seat on the Senior Leadership Team, and the chance to build a function from the ground up.

ABOUT 20/20 LEVELS

20/20 Levels is a social mobility charity supporting underrepresented young people aged 18–30 from low-economic backgrounds into meaningful employment and entrepreneurship, through our I AM CHANGE and LEVELS programmes. Our 2026–2028 strategy focuses on completing our transition from a founder-led start-up into an established, scalable organisation with a smarter, more consistent brand and a more commercially minded and value exchange approach to partnerships at its core.

PURPOSE OF THE ROLE

This role owns the 20/20 Levels brand and turns it into growth. It leads the Branding, Marketing & Communications stream of our 2026–2028 strategy: one consistent brand narrative across our 'in real life' and online presence, youth-centred storytelling that puts young people and alumni at the centre of every touchpoint, and a structured content operation that reduces our reliance on agencies and on CEO visibility.

The 'Commercial' half of the role is our income-generation mandate. Our income strategy commits us to building unrestricted income, and this role builds the engine: tiered sponsorship propositions

and renewals, a consultancy pipeline, licensing and digital products, monetised research and insights, and the commercial forecasting that makes this income plannable working hand in hand with the Business Development function, which leads the employment partner sales pipeline.

The role also designs and stewards the 20/20 Levels Partner Network on its corporate and commercial side. Community and education referral partnerships sit with the Head of Alumni Relations; this role supports them with co-branded materials and digital campaigns that convert online engagement into referrals and applications.

As a member of the Senior Leadership Team, this role contributes to organisational strategy, annual planning, budgeting and organisation-wide decision making.

WHAT YOU OWN

- **Brand strategy** : positioning, narrative, visual identity and brand architecture.
- **Marketing budget** : the full branding, marketing and production budget, including agency and freelance spend.
- **Communications calendar** : the master content and communications calendar across all channels.
- **Brand governance** : brand guidelines, approval standards and their enforcement across the organisation.
- **Commercial propositions** : sponsorship packages, consultancy offers, licensing and digital products.
- **Reputation & PR** : media strategy, press activity, awards and crisis communications.
- **Marketing technology stack** : the tools used for content, email, social, analytics and campaign management.

FIRST 12 MONTHS

The priorities for the first year in post:

- Refresh the brand architecture, extending digital brand guidelines and unifying the organisational narrative around our mission pillars.
- Build the Partner Network proposition, articulating the give/get value exchange across all partner types.
- Deliver the commercial proposition: tiered sponsorship packages ready to sell, with collateral and pricing.
- Build the content engine: master calendar, hybrid production model and in-house capability.
- Launch the first consultancy offer to market.
- Reduce agency spend by bringing production in-house, reinvesting the reallocated budget.

KEY RESPONSIBILITIES

1. Brand & Messaging

- Extend and enforce our digital brand guidelines (with agency input), aligning tone, visuals and youth-centred storytelling across every channel so participants, alumni and mentors are visible at all touchpoints.

- Develop one organisational narrative and tone of voice, structured around our mission pillars: employability readiness, entrepreneurship readiness, and progression in career or entrepreneurial endeavours.
- Build and quantify brand equity, establishing baseline measures and tracking growth in recognition and trust among funders, partners and young people.
- Ensure brand consistency across the 'in real life' brand (events, programmes, community presence) and the online brand, recognising their complementary but distinct roles.

2. Content & Engagement

- Build and run a structured master content calendar across all channels, replacing high-volume unstructured output with purposeful, story-led content.
- Establish the hybrid production model: empower the in-house team (Social Media Manager, Graphic Designer intern), commission freelance videographers, and manage the reallocated agency budget to improve quality and reduce external dependence.
- Lead youth- and alumni-led storytelling, including user-generated content, alumni journey content, an annual highlight film and quarterly investor/funder updates.
- Develop platform-specific strategies (e.g. short-form video and professional channels) with paid campaigns segmented by location, interest and demographics, converting digital engagement into programme applications in partnership with the referral pipeline.
- Manage the 20/20 Levels website and oversee analytics, A/B testing and continuous optimisation.

3. Reputation, PR & Research

- Lead the PR and awards strategy: targeted press activity, quarterly media features and two award submissions per year.
- Support the research partnership with a partner of choice, turning published findings into media opportunities, thought leadership and evidence-based storytelling.
- Cultivate relationships with media outlets, journalists and aligned influencers; prepare press releases and media kits.

4. Partner Network (Corporate & Commercial)

- Design the 20/20 Levels Partner Network proposition, intentionally articulating what partners and mentors give and receive, to strengthen commitment, retention and long-term reciprocal relationships across all partner types.
- Steward the corporate and funder-facing members of the Partner Network, aligned to the unified stakeholder engagement framework governed by the Head of Alumni Relations and tracked through the Impact Hub.
- Own sponsorship renewals: structured stewardship, demonstrated value and renewal conversations that grow partner lifetime value rather than restarting relationships each year.
- Support the community and education referral partnerships led by the Head of Alumni Relations with co-branded materials, partner communications and digital campaigns that convert online engagement into referrals.

5. Commercial Development & Unrestricted Income

- Design and package tiered corporate sponsorship propositions with clear, differentiated value for partners at each level.

- Build and manage the consultancy pipeline: develop DEI-led products alongside delivery colleagues : reverse mentoring, Gen Z workforce readiness, leadership consultancy : from proposition through to a qualified pipeline of prospective clients.
- Lead the productisation of our research, data and insights into commissioned reports, subscription products and digital products, generating unrestricted earned income.
- Identify and develop licensing and intellectual property opportunities : protecting and commercialising the organisation's programme content, frameworks and brand assets where appropriate.
- Build a paid speaking and thought-leadership pipeline for the organisation's leaders and alumni, converting profile into income and influence.
- Own commercial forecasting: pipeline, conversion and revenue projections for all earned income streams, reported quarterly to the Senior Leadership Team and board.
- Deliver at least two showcase events per year designed to attract and convert new sponsors, and produce tailored sponsorship decks and campaign materials for the Business Development pipeline.
- Co-create social impact campaigns with key partners that maximise shared visibility and demonstrate joint value.

6. Employer Brand

- Working with the Chief of Staff, develop the employer value proposition, recruitment pack and employer presence (LinkedIn, Glassdoor) to support recruitment of staff, facilitators and mentors as the organisation grows.

7. Team Leadership & Budget

- Lead and develop the brand and content team, including recruitment, task allocation, coaching and performance management.
- Own the branding and marketing budget, including the reallocated agency spend, production equipment and campaign budgets, reporting on return on investment.

8. Evaluation & Reporting

- Track performance against strategy targets using Impact Hub data and platform analytics, and report quarterly to senior leadership and the board on achievements, risks and opportunities.
- Use data and insight : not instinct alone : to inform branding, marketing and communication decisions, in line with the organisation's evidence-based approach.

9. Organisational Leadership

- Contribute to organisational strategy, annual planning and budgeting as a member of the Senior Leadership Team.
- Model 20/20 Levels' values and contribute to an inclusive, high-trust culture, championing diversity, equity and inclusion within their function and across the organisation.
- Lead cross-functional projects and support delivery beyond their own function where organisational priorities require it.
- Uphold 20/20 Levels' safeguarding responsibilities: complete mandatory safeguarding training, model safer working practice, and escalate any concerns promptly to the Designated Safeguarding Lead, ensuring safeguarding considerations are embedded in

partner-facing events, content featuring young people, and safer use of participant and alumni imagery and stories.

- Support fundraising and organisational growth, contributing expertise, evidence and relationships to funding bids and stewardship.
- Represent 20/20 Levels externally with funders, partners, media and at sector events.

WHAT SUCCESS LOOKS LIKE

Success measures for this role are drawn from the 2026–2028 strategy and will be confirmed as KPIs on appointment. Where no baseline currently exists, establishing the baseline is itself a first-year deliverable:

- 20% LinkedIn audience growth and 30% Instagram audience growth.
- 10% cohort-on-cohort growth in programme applications attributable to marketing and digital activity, with online engagement converting into referrals in partnership with the Head of Alumni Relations.
- Unaided brand awareness: baseline established through brand tracking, then measurably increased among target audiences.
- Employer partner Net Promoter Score: baseline established and improved year on year.
- Partner retention: increased renewal rate and lifetime value across corporate partners.
- Inbound partnership enquiries: a measured, growing flow of partners approaching us rather than the reverse.
- Unrestricted income influenced by marketing: sponsorships, consultancy, licensing and products attributable to this function's propositions and campaigns, forecast and reported quarterly.
- Updated digital brand guidelines adopted, with one master content calendar in operation; two award submissions and quarterly media features delivered each year.
- Reduced reliance on external agencies and on CEO-led visibility.

PERSON SPECIFICATION

Essential

- Substantial experience (c. 7+ years) in brand, marketing and communications roles, with demonstrable ownership of brand strategy : not solely channel management.
- Experience developing commercial or sponsorship propositions : packaging products, services or partnerships that generate income : ideally in a charity, social enterprise or agency context.
- Track record of building and sustaining corporate or commercial partnerships with clear value exchange, and the judgement to steward long-term relationships rather than one-off sponsorships.
- Strong storytelling and copywriting ability, with judgement about tone for diverse audiences: young people, funders, corporates and media.
- Track record managing content production, including briefing and managing freelancers and junior team members.
- Proficiency in digital marketing, social media management and analytics tools, with a data-led approach to optimisation and reporting.

- Demonstrated understanding of social mobility issues facing underrepresented young people.

Desirable

- Experience of PR and media relations, including working with agencies and awards processes.
- Experience of consultancy sales, licensing, digital products or other earned-income models.
- Experience of research-led communications or thought leadership programmes.
- Familiarity with content and email tools in use (e.g. Canva, Adobe Creative Cloud, Mailchimp) and website/SEO management; video editing capability.

HOW TO APPLY

Please submit your CV and a cover letter, including an answer to the following question:

What motivates you to join the 20/20 Levels team, and how would you use brand and commercial partnerships to advance our mission of empowering underrepresented young people?

This job description does not state or imply that these are the only duties to be performed by the post holder. The individual may be required to carry out other reasonable duties as requested by the CEO, and may occasionally be required to work additional hours, which will be communicated as necessary.