



Job Description

This job description serves to illustrate the type and scope of what is required for the above post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or the level of responsibility entailed.

Section 1 - Job Details

Job title	Brand Strategic Lead
Directorate area	Engagement and Income Generation
Department or Team	Brand
Reports to	Head of Brand and Marketing
Direct reports	Brand Project Coordinator
Job Location	Office based in London with flexibility to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job Purpose

This role will work closely with the Head of Brand and Marketing and lead the Brand team to be responsible for the organisation's strategic and operational brand activity, supporting all departments and teams within the organisation with their brand application and components to strengthen our brand position in the UK as the leading MS Charity. The role will be responsible for identifying key strategic partnerships and collaborative opportunities that would benefit our brand reputation and recognition, as well as oversee the full development of our retail brand evolution and lead the adoption of our new elevated brand.

As a member of the management team the role will be required to support, influence, and implement our new direction of travel to meet our organisational objectives and championing our new engagement vision launching 2025. The Role will be required to build strong relationships internally and externally with stakeholders and identify key brand opportunities within our engagement activities to optimise our position as the leading MS charity in the UK.

Section 3 - Key Responsibilities/Accountabilities

	Responsibility/Activity
1	Brand Transformation and Strategy. This role will work closely with the Head of Brand and Marketing and Brand team to oversee the rollout of the new brand components effectively across the organisation as well as supporting the strategic development of the brand.
2	Organisational activity and application. This role will represent brand in our engagement operational management ensuring we are identifying and optimising all brand opportunities and overseeing brand implementation on all aspects of the charity's work that contributes to the organisation's goals and strategic vision with a clear focus on driving improvements in quality, impact and performance. The role will manage our organisation's brand guidance, training, learning as well as the visual representation and quality assurance on all the work we produce in our brand team and across the charity. The role will also be responsible for working collaboratively externally and represent the organisation in multi-party partnerships ensuring mutual benefits are achieved from the collaboration work. The role will also be responsible for the overseeing and of our Digital Asset Management System and Volunteer Marketing Design System which are managed by the Brand Project Coordinator.
3	Financial and People Management. This role is accountable for managing the expenditure of the brand budget and supporting the Head of Brand and Marketing with budget monitoring, analysis and recommendations. This role will also line manage the Brand Project Coordinator and their work schedule as well as oversee the full brand project annual plan and delegation of work across the team to ensure we are providing effective financial and resource management of the team.
4	Monitoring and reporting on performance. This role is accountable for the analysis and evaluation of performance, monitoring and reporting against agreed objectives, including KPIs, ensuring action is taken in a timely manner to enable corrective action to ensure all our brand attributes are relevant and considering any areas that could result in areas of exclusion or negative impact to our audiences.

Section 4 - Dimension of the role

Resources	Responsible for management of all brand assets, components and our digital asset management platform as well as our volunteer marketing design system
Staff/Volunteers	X1 Line report
Budget	Responsible for budget approx. £200k
Key relationships	Internal The post holder works closely within the Head of Marketing and would lead the Brand team as well as working with marketing team colleagues and creative, digital, and editorial team leads as well as a number of internal management and project stakeholders to ensure we can create a strong consistent brand identity through all our activity to all audiences from a strategic and operational lead perspective.

	<p>External</p> <p>The post holder works closely with several different brand, creative, production and media agencies, high profile supporters, influencers as well as other health and support organisations and members of the MS Community to ensure our brand is inclusive and representative in all planned activity and other projects by the organisation as well as representing the charity in these influential situations.</p>
ISO	Responsibility for undertaking relevant actions and responsibilities according to the role assigned within ISO

Section 5 – Key deliverables

	Measures of success
1	Ensuring all staff and volunteers are able to understand and apply the brand successfully
2	Achieving a strong cohesive, inclusive and relevant brand with flexible components that speak to our diverse audience

Section 6 – Competencies

Competency	Level required (see below)	B	E	A	T
Fosters co-production	3		X		X
Open to change and innovation	3	X		X	
Sound decisions	3		X	X	
Collaborative working	3				X
Effective communication	3			X	X
Outcome focussed	3	X			X
Inclusivity	3				X
Accountability	3	X	X	X	X
Tech savvy	2	X		X	

Level	
5	<p>Strategic – Wide advanced knowledge of organizational policies, practices and procedures across the organization or detailed theoretical, practical and procedural knowledge of a specialized area. Provides expert knowledge and insight on a range of subjects and/or groups relevant to MS and represents the MS Society externally. Translates vision, strategic aims and direction in clear terms that people can relate to and action. Makes significant and influential decisions and facilitates appropriate resources.</p>
4	<p>Expert/ Recognised authority – Demonstrates expert knowledge and relevant and appropriate professional leadership and influence. Colleagues consistently perform a task or activity to higher levels having an intuitive grasp of what is required to be delivered, how it impacts across other areas of activity and how it may be improved for the benefits of the MS Society. Colleagues have an in-depth understanding and focus upon building expertise, they are the go-to person and have a reputation for being</p>

	<p>knowledgeable in this area and are able to apply their existing skills and knowledge to new or emerging challenges.</p> <p>Has responsibility for managing significant resource (people, budget etc) associated with the function/activity.</p>
3	<p>Complex - Roles with or without line management responsibility where they are required to use knowledge gained through experience, professional or technical qualification on complex information or raw data for typically non-routine problems upon which own judgment needs to be applied without further instruction or guidance to work with others to overcome obstacles and deliver outcomes across teams/department.</p>
2	<p>Enhanced - Roles with or without line management responsibility but accountable for casework/ face to face service provision/ internal/external process and or people (including volunteers) e.g. first line managers of people or process.</p> <p>Colleagues have knowledge of requirements of a team/function, contribute to building and maintaining successful internal and external relationships and collaborate to deliver effective outcomes. Colleagues use knowledge and understanding to organise and/or manage work, tasks and processes, can solve routine issues and contribute to the development of new practices and procedures.</p>
1	<p>Foundation - roles make an individual contribution to the MS Society with no process or line management responsibility.</p> <p>Colleagues have a fundamental knowledge and understanding of what is required to carry out the role and how it connects to other roles and activities. Understand what is required to be carried out and has the competence and skills to carry out the activities.</p>

Section 7 - Learning & Development requirements

Foundation (mandatory)	
Additional internal learning/ courses required for role	
Other professional training/qualification required	

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the Job)

Those that are marked as essential and will be tested at application stage (A) will be used as shortlisting criteria for determining who will be invited to interview. There should be no more than 7 shortlisting criteria.

Requirement	Essential	Desirable	Tested*
A proven track record of success in leading and or managing an organisation's brand activity and maintaining a high-quality brand portfolio.	X		A,I,T,P
Demonstrable experience of applying effective problem-solving techniques when the situation	X		A,I,T,P

demands.			
Experience of developing, communicating and implementing a brand across an organisation.	X		A,I,T,P
Proven brand management experience to control effective use of resources.	X		A,I,T,P
Experience of financial and budgetary management.	X		A,P
Experience of collaborating with audiences to produce effective brand components and application.		X	A,I,P
Proven experience of overseeing a brand application training programme.		X	A,I,P
Experience of implementing processes to increase inclusivity and diversity as well as considering accessibility as part of any project development and execution.		X	A,I,P
The ability to manage change effectively.	X		A,P
The ability to focus on impact and deliver outstanding results in a team environment.	X		A,P
Demonstrable commitment to collaborative teamwork.		X	A,P
Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.		X	A,P
Excellent interpersonal skills, and able to influence/persuade a wide range of stakeholders.		X	A,P
Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences.		X	A,P
Excellent organisational and workload management skills.		X	A,P
IT skills, in particular Microsoft 365.		X	A,P
Adobe Package skills, Canva skills and Knowledge around Print and Production process.		X	A,P

*Tested - A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1's and PDR)

Section 9 – Additional Information and Requirements

Confidentiality	Ensure that essential information of a sensitive and or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation and requirements.
Equality, diversity and inclusion	Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and

	<p>inclusion policies and practices.</p> <p>As a charity whose primary focus is to support and improve outcomes for those with a disability, we expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by those with disabilities whilst working with us.</p>
Health and safety	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.
Safeguarding	<p>MS Society are committed to recruiting with care and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.</p> <p>Background checks and Disclosed Barring Service checks will not be required for this role.</p>
Digital, data and Technology	Competently utilise technology to perform the role including internet-based voice and video calls, Microsoft Office applications, the MS Society intranet, human resource and finance systems, case management system software and other bespoke MS Society software and applications.
Key contacts and relationships	Engagement Operational Management, all MS Society team leads producing materials or content. MS Society volunteers, retail managers as well as external stakeholders.
Unusual specific physical or mental demands associated with the role	None
Travel requirements	None
Unsocial hours	None

Last updated (18/09/2024)