



Anna Freud

Job Profile

Job title	Brand and Marketing Manager
Reporting to	Head of Brand and Marketing
Employer	Anna Freud
Salary	£50,000 FTE per annum, plus 6% contributory pension scheme
Location	Hybrid (a mixture of home/onsite working): staff are working onsite for at least 20% of their working hours, either at our London site (4-8 Rodney Street, London N1 9JH) or our Northern Hub (Huckletree, The Express Building, 9 Great Ancoats Street, Manchester M4 5AD).
Working hours	Full-time: 35 hours per week. Usual working hours are Monday to Friday, 09:00-17:00. Out of hours work on occasion. Flexible working is possible.
Holidays	27 days plus Bank Holidays FTE
Term of contract	Permanent

About Anna Freud

We are a world-leading mental health charity for children, young people and their families. Our purpose is to take everything that we have learned over the last 70 years, and to transform the mental health of current and future generations of children and young people, to close the gap between mental illness and mental wellness - and to create a more compassionate society for everyone. Our vision is a world where all children and young people are supported effectively to enable them to develop their emotional and mental health, build on their strengths and achieve their goals in life. Our mission is to close the gap in wellbeing and mental health by advancing, translating, delivering, and sharing the best science and practice with everyone who impacts the lives of children, young people and their families.

Purpose and overview of the role

A new Brand, Marketing and External Affairs department has been introduced to increase the profile of Anna Freud's world-leading expertise and programmes. The Brand and Marketing Manager (reporting to the Head of Brand and Marketing) will develop a values-driven brand that inspires and engages target audiences.

The role will work across brand development, a diverse campaign portfolio and performance measurement, as well as overseeing our new in-house creative studio. It will be important to build collaborative relationships with a range of product owners, get to grips with their propositions and communicate these effectively.

The post-holder will use their ambition and strategic thinking to put audiences at the heart of our work. They will balance creativity with robust planning, using insight to inform decisions and improve the effectiveness of our work.

Main responsibilities of the role

Brand:

- Work with colleagues to develop and deliver Anna Freud's first audience and brand strategies;
- Champion an audience-led approach, enriching colleagues' understanding of brand and the role it plays for an organisation;
- Lead on brand management including guidelines, tone of voice and staff support (e.g. training and regular brand clinics);
- Elevate our purpose and values through all activity, ensuring that inclusivity and accessibility are key priorities;
- Conduct brand audits to identify actions for continuous improvement, promoting consistency and a first-class brand experience;
- Oversee the creative studio's processes and outputs including pipeline, workflow, prioritisations and approval (assets include campaign-specific materials as well as broader copy and design requests from across the organisation);
- Oversee our brand management platform (Frontify) to ensure an optimal user experience;
- Oversee our Digital Asset Management system (user access, consent records, training and monitoring) so all files are saved, tagged and used appropriately.

Marketing:

- Work with colleagues to develop and deliver marketing strategy, as well as the annual campaign plan;
- Lead on the creation and execution of a diverse portfolio of campaigns, working closely with colleagues across the department to ensure activity is integrated;
- Oversee the process of briefing campaign assets to the creative studio.

Insight:

- Conduct research to understand audiences and their relationships with the brand;
- Empower children, young people and families to collaboratively improve the impact of activity by increasing their opportunities for participation;
- Map audience journeys, touchpoints and develop an attribution model to inform brand and campaign development;
- Introduce and deliver against targets that support organisational goals;
- Implement regular performance reporting;
- Analyse data and run tests to produce insights, using these to optimise outcomes.

Management:

- Deputise for the Head of Brand and Marketing in their absence;
- Lead a team of marketers and the creative studio; manage four direct reports (two Marketing Officers, the Senior Copywriter and the Graphic Designer) who in turn manage five roles across copywriting, design and videography;
- Manage external suppliers/platforms (e.g. our brand platform Frontify);
- Manage relevant budgets;
- Proactively assess and mitigate risk for brand and marketing activity;
- Ensure the team's work supports departmental and organisational priorities;
- Oversee process development and ensure documentation is up to date;
- Research best practice and innovations, adapting our activity as appropriate;
- Join the Brand and Marketing management team, and collaborate across the Brand, Marketing and External Affairs department in order to build team processes, planning, culture, and maximise the impact of all audience-based programmes.

All employee responsibilities:

- Maintain an awareness of and actively follow and promote Anna Freud's policies, including Equal Opportunities, Health and Safety, Safeguarding and Information Governance;
- Complete all Anna Freud mandatory training, including but not limited to Safeguarding, Health and Safety, Equality and Diversity and Information Governance, within the required timescales;
- The welfare of the children, young people and vulnerable adults who come into contact with our services either directly or indirectly is paramount and all staff have a responsibility to ensure that best practice is followed, including compliance with statutory requirements.

To be noted

This is not an exhaustive list of tasks; the employee will be asked to undertake other ad hoc tasks relevant with the scope and purpose of this role. This job description reflects the present requirements of the post, and as duties and

responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post-holder.

Person Specification

Before starting your application, please read the below in full to understand the requirements of this role. The key criteria which will help us to assess candidates are listed below. There is guidance to highlight at which stage the criteria will be assessed. **Please ensure all criteria listed to be assessed at application stage are evidenced in your supporting statement.**

Criteria	Assessment Method (Application/Interview)
Training, experience and/or knowledge	
Brand management in complex and/or large organisations (potentially with qualification/s in brand/marketing or related disciplines).	Application/Interview
Managing of a diverse marketing campaign portfolio including planning, prioritisation, delivery and measurement across all channels.	Application/Interview
Managing the end-to-end creative process including briefing projects/assets to agencies, suppliers, or internal colleagues.	Application/Interview
Line management, and evidence of leading a team (your own team, or a cross-functional/project team).	Application/Interview
Understanding of marketing attribution and key metrics for performance tracking.	Application/Interview
Skills and/or abilities	
Strategic, with the ability to assess the internal and external situation and develop teams and objectives accordingly.	Application/Interview
Use insights from audience research and data to optimise activity and achieve targets.	Application/Interview
Work with stakeholders to understand goals and plan appropriate brand/marketing activity.	Application/Interview
Fluent English language with strong copywriting, proofreading and presenting.	Application/Interview

During the interview(s), candidates will be asked at least one question regarding our values, and one question regarding equity, diversity and inclusion (EDI). We expect everyone to actively demonstrate our values and inclusive behaviours in all areas of their work. **Our values and EDI statement can be viewed [here](#).**

Equal opportunity

We ask our people to share their diversity dimensions with us as it helps us to identify, tackle and prevent any bias appearing across the employee lifecycle at Anna Freud. Monitoring this information allows us to understand how well our efforts to improve diversity, equity and inclusion are working. Your responses will

be held securely by our HR team in accordance with our privacy policy and will not be seen by recruiting managers or the interview panel at any stage of recruitment, therefore your responses will not form part of our selection process.

Further support

We want to ensure all candidates can access and apply for our vacancies equitably, if you require any additional assistance to apply or would like to find out more about the role, please contact us on recruitment@annafreud.org. We aim to provide reasonable adjustments where operationally possible for the work that we do.

Post-interview

If successful after interviewing, you will be notified verbally with a job offer and pre-employment checks will be initiated.