

### **Job Description**

**Assistant Director, Brand and Communications HRUC**

Title of Post: Assistant Director, Brand and Communications HRUC

Section: Marketing, Brand and Communications

Reporting to: Group Director Marketing, Brand and Communications

Grade: Academic Assistant Director

Hours: 36 per week, 52 weeks per year

Location: Harrow, Richmond, and Uxbridge

**MAIN SCOPE OF POST**

The role of Assistant Director of Brands is to oversee the development and evolution of brands within the HRUC portfolio. This role is crucial to ensuring our brands are regarded as exceptional and that the storytelling behind our brands is distinctive, clear and resonates with our different audiences. Assistant Director of Brand and Communications will ensure our marketing and communications support the growth of the college and its commercial and collaborative activities, whilst nurturing its wider reputation.

**DUTIES:**

This role will develop and deliver a comprehensive brand strategy, with a focus on business development, brand integrity and reputation management.

1. Ensure the development of a compelling brand narrative across the college group to protect and grow our brands.
2. Responsible for brand governance and ensuring consistency and quality in the way in which we communicate about our different brands and sub-brands.
3. Ensure brand consistency across all marketing touchpoints.
4. To establish protocols for the management of existing brands, and assessment of risks and opportunities prior to the acquisition of any future brands
5. Advise and consult colleagues in Colleges, Institutes and across all areas of the group on the use and application of our brands. Ensure that our brands are positioned in line with our core values and 2030 strategy.
6. To define any new brands or sub brands. Lead on market research, insights and competitor analysis to support the growth of these brands.
7. Develop a deep understanding of our different core audiences and their personas, and how they relate to our different brands. Ensure our campaign objectives (such as our Be Extraordinary – student stories) align to audience profiles / personas and deliver exceptional results for the business.
8. To bridge the gap between the HRUC vision and the brand perception in the audience’s minds, ensuring that the brand accurately represents its mission and goals.
9. Establish key performance indicators (KPIs) for brand initiatives and campaigns.
10. To commission and drive market research to stay abreast of industry trends and competitor activities, ensuring the college group's brands remain relevant and distinctive.
11. Ensure the design and delivery of our marketing, communications and events is data driven and responds to the preferences and behaviours of our audiences.
12. To protect and build our reputation by working in tandem with our internal and external communications teams.
13. Regularly analyse and report on the performance of brand activities, using data-driven insights to refine strategies.
14. To identify exciting new routes for brand growth through improved brand awareness, recognition, sponsorship, partnership, and collaboration opportunities.
15. Work closely with our design team and agencies to oversee the creation and ongoing management of a portfolio of brand assets, including logos, visual elements, and other brand collateral – across our suite of brands. Review, evolve and then implement our brand guidelines with colleagues in all digital and print marketing/communications collateral.
16. Ensure our events including awards, briefings, seminars, and launches reflect positively on the HRUC brand, presenting our colleges as inspiring, innovative, and ambitious.
17. To establish a visual language including the use of photography across our suite of brands.
18. Stay at the forefront of industry trends, constantly seeking new ways to innovate and push the boundaries of what's possible in marketing and brand management.
19. Accountability for translating multiple forms of data and insight to understand market excellence and to define best practice.

**Safeguarding Children and Vulnerable adults**

* Understand and comply with Safeguarding legislation and ensure that best practice is embedded in all working practices as required.
* Commitment to Safeguarding and promoting the welfare of children and vulnerable adults, ensuring that this commitment is demonstrated in all aspects of the role as appropriate.

**GENERAL**

* Be aware of, and comply with, legislations/competence standards relevant to the work of the Executive team.
* Understand and comply with all college policies, including the Policy to promote Equality of Opportunity
* Be conversant with Health and Safety and Safeguarding requirements.
* Participate in the Staff Learning and Development, Review and Appraisal Scheme.
* Undertake such duties and/or hours of work as may reasonably be required of you, commensurate with your grade and general level of responsibility, at your main place of work or at any other.
* To carry out all other duties as may be reasonably required.

|  |
| --- |
| **Further Education is an ever-changing service, and all staff are expected to participate constructively in College activities and to adopt a flexible approach to their work. This job description will be reviewed annually during the appraisal process and will be varied in the light of the business needs of the College.** |

**Assistant Director Brands & Communication**

 **Person Specification**

|  |  |  |  |
| --- | --- | --- | --- |
| **Qualifications** | Essential | Desirable | How assessed? \* |
| Good level of education (for example – degree in marketing and brand management or a similar degree in a related field, or equivalent experience) with strong evidence of continuous development in these fields | **ü** |   | AF/Cert |
| **Knowledge, Skills and Experience** | **ü** |   |   |
| Strong leadership skills to support and inform the work of cross-functional teams and communicate effectively with various stakeholders | **ü** |   | AF/IV/T |
| Expertise in creating and maintaining a compelling brand narrative | **ü** |  | AF/IV/T |
| Experience in brand governance, ensuring consistency and quality across all marketing touchpoints. | **ü** |   | AF/IV/T |
| Ability to prioritise a busy and complex workload effectively | **ü** |   | AF/IV |
| Ability to meet targets and deadlines | **ü** |   | AF/IV |
| Ability to build and maintain excellent working relationships bringing benefit to our internal and external communications portfolio. Ability to build positive partnerships | **ü** |   | AF/IV/T |
| Good IT skills, including working knowledge of Microsoft Office software including Teams and Outlook, and experience with systems/databases | **ü** |   | AF/IV |
| Strong experience in conducting and leading market research, competitor analysis, and understanding core audiences and personas | **ü** |   | AF/IV/T |
| Excellent written communication skills and knowledge of building and protecting internal and external reputations. | **ü** |   | AF/IV |
| Skilled in overseeing multiple brand-related projects and marketing initiatives simultaneously. |  | **ü** | AF/IV |
| Excellent customer service skills | **ü** |   | AF/IV |
| Excellent attention to detail | **ü** |  | AF/IV |
| Strong understanding of GDPR as it relates to marketing and communications | **ü** |  | AF/IV |
| Understanding of the importance of confidentiality | **ü** |  | AF/IV |
| Understanding of the importance of Equality and Diversity and Safeguarding in education | **ü** |  | AF/IV |
| Excellent literacy and numeracy skills | **ü** |   | AF/IV |
| **Personal Attributes** |  |  |  |
| Ability to communicate effectively with people at all levels in an organisation | **ü** |   | AF/IV/T |
| Ability to work under pressure in a fast-paced working environment | **ü** |   | AF/IV |
| An open and collaborative approach and mindset | **ü** |  | AF/IV |
| Ability and willingness to work at all College campuses when required | **ü** |   | AF/IV |
| Willingness to work flexibly when required | **ü** |   | AF/IV |

\*\*Evidence of criteria will be established from: AF = Application Form, IV = Interview, T = Test (Micro-teach/Skills test), Cert = Certificates checked at interview/induction