

Job Level	Level 4	Job Reference No:	10373
		Role review date:	May 2024
Directorate	Marketing and Fundraising	Function	Marketing
Service	Marketing	Reports to:	Senior Marketing Manager, Brand and Heritage

Scale and scope of role

Direct reports	None	Indirect reports	None
Budget responsibility/ accountability	None	Accountable for other resources	n/a

Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis. We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives. We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Purpose of the role

To manage or support on brand and advertising activities to promote the British Red Cross brand, ensuring that plans are integrated, timely, and evaluated, as well as promoting and enabling the effective use of the brand across the organisation. The vision for the combined Marketing and Fundraising directorate is to develop ambitious and audience-focused engagement strategies, which span the full portfolio of British Red Cross activities from fundraising to social enterprise, volunteering, and operations. We will work together towards a single set of shared goals that enable us to prioritise and maximise opportunities and deliver annual net income growth of £30m p.a. by 2030 and increase the impact of all our marketing.

Key responsibilities

Campaigns and activities

- Work closely with the Brand Lead to ensure that all brand and advertising activities are coordinated, within budget and carried out on time.
- Support the Brand Lead with creative development, planning, delivery and evaluation of mass-audience multi-channel campaigns.
- Work with the Brand Lead to ensure that appropriate benchmarks are established, and measures taken regularly to assess the impact of our marketing and advertising activity.
- Liaise closely with and develop positive working relationships with external agencies, to ensure that contractual obligations, briefs and agreed actions are delivered in a timely manner and that feedback is shared between agency and BRC stakeholders.

Consultancy and support

- Manage the brand toolkit and wider brand resources, seeking improvements to tools and processes, to enable and empower the organisation to effectively use the brand.
- Proactively promote the brand team and brand tools, building internal comms plans and establishing relationships across the organisation.
- Become a British Red Cross brand and emblem expert, manage the brand inbox and answer or field queries.

Cross-organisational collaboration

- Support marketing teams across the British Red Cross to co-ordinate our work and collaborate on the effective planning, creation and delivery of content to our priority audiences.
- Work alongside marketing and fundraising, strategy and portfolio planning to deliver all campaigns including adapting plans and implementing course corrections as needed.
- Role model the spirit of collaboration and build constructive, mutually beneficial relationships with relevant marketing teams from other directorates and help create outcome-based marketing activities.
- Work with peers and leaders across British Red Cross to champion marketing and fundraising.

Team Member

- Actively participates in all team meetings.
- Supports other team members
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics)

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre-engagement checks

Criminal Records

England and Wales – Disclosure and Barring Service (DBS)
<ul style="list-style-type: none"> None
Scotland
<ul style="list-style-type: none"> None
Northern Ireland
<ul style="list-style-type: none"> None

Drivers Check – Required: No

Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
	S	I	A
Knowledge and Skills			
Essential			
- Brand expert, able to promote, advise and empower colleagues to effectively use the brand	S	I	
- Excellent creative judgement, able to proactively input into creative development processes and manage the delivery of creative assets to promote the brand	S	I	
- Knowledge of marketing principles, confident to support or deliver multi-channel campaigns and activities to promote the brand, inputting into planning and evaluation			
- Good project management skills, ability to bring together complex project schedules	S	I	
- Strong problem-solving skills and ability to take the initiative, pro-actively flagging issues or risks and presenting solutions	S	I	
- Good interpersonal skills, ability to form positive working relationships with both external agencies and internal teams and respond to issue of sensitivity.	S	I	
- Ability to work in a changing environment and manage many activities with differing deadlines, prioritising and progressing a number of projects and tasks simultaneously.	S	I	
- Well organised, with ability to support others and understand team members commitments and deadlines and to foresee potential impacts and to manage these.		I	
- Ability to communicate clearly and concisely, and to tailor messages to a variety of audiences.	S		
- High level of attention to detail and accuracy.	S		

Desirable <ul style="list-style-type: none"> - Professional marketing / brand qualification or equivalent experience. - Understanding of project management principles. - Knowledge of financial processes such as raising PO's. - Strong analytical skills, ability to review campaign or brand research results. 	S S S	I I I	
Experience	S	I	A
Essential <ul style="list-style-type: none"> - Experience in embedding a brand and supporting colleagues to understand and integrate the brand into their activities - Experience in supporting or delivering marketing campaigns or activities - Communications project management experience - Experience of supporting or managing creative development and the delivery of creative assets across channels - Experience of evaluating marketing activities or campaigns to make improvements and recommendations - Experience in establishing and improving working processes, resources and tools Desirable <ul style="list-style-type: none"> - Experience in delivering and evaluating marketing campaigns across multiple channels - Experience of brand research projects - Experience of using yougov and interpreting results 	S S S S S S S S S	I I I I I I I I I	
Additional requirements			
Essential <ul style="list-style-type: none"> - Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy. 	S		
Values in Action			
<p>Dynamic - We move forward as one team.</p> <ul style="list-style-type: none"> - Every day, we're adapting, innovating and learning. - When the unexpected happens, we are calm, quick and efficient. - We respond smartly, using clear processes and systems. <p>Compassionate - We stand for kindness.</p> <ul style="list-style-type: none"> - People come first, no matter who or where they are. - We have genuine, open-minded conversations. - Together, we're a united force for good. <p>Inclusive - We are open to all.</p> <ul style="list-style-type: none"> - We treat each other with dignity and respect. - Every person's uniqueness is valued, supported and celebrated. - Our individual backgrounds and experiences make our organisation stronger. <p>Courageous - We are bold.</p> <ul style="list-style-type: none"> - We show our strength by doing the right thing. - We aren't scared to test our creative ideas. - As humanitarians, we go the extra mile to help people in crisis 			

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.