

JOB DESCRIPTION AND PERSON SPECIFICATION

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by from time to time. Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

Job title	Senior Brand Manager	Division/Team	Marketing
Contract type	Permanent	Location	London
Date	10/2/2020	Salary/Range	£48-55K per annum depending on experience.

Context

An excellent opportunity arisen for someone to lead the brand team at VisitBritain and VisitEngland. These jobs don't come around often. Times are a changing and as destination we have some big brand challenges on the horizon and we are looking for a self-starting, creative, strategic brand leader to help drive forward the impact and future facing positioning of Britain from the stories we tell to the product propositions we need to develop. They will bring a structured, consistent and new processes to embed the brand within the organisation and externally. This is an exciting role working with big brands and energetic people to help bring in more tourists and people at home to experience what is on their door step.

Main purpose of the role

The Senior Brand Manager role sits at the centre of everything the marketing department drives forward. With excellent interpersonal, project management, marketing and brand strategy experiences this role will drive forward the positioning of brand Britain through:

- Consistent and coherent brand positioning strategies and propositions for Britain;
- Managing a clear brand framework and architecture to ensure the brand is represented consistently and relevantly around the world acting as brand champion implementing a strong and consistent set of values and guidelines (visual and verbal);
- Managing creative and strategic brand agencies to deliver a high quality brand marketing;
- Championing Brand Britain externally with partners and the industry sharing best practice;
- Working closely with the insights and evaluation team to champion and evolve our audience approaches and be the voice of the customer.

Resource management and key relationships

Staff managed¹	3
Budget managed	To Be Confirmed
Reports to²	Head of Marketing
Key Relationships (and indication of level/nature of interactions)	
GREAT campaign team, international markets, HQ divisions, partners, British Brands, agencies	

¹ Please note VisitBritain reserves the right to increase or reduce the number of staff managed according to the needs of the organisation.

² Please note VisitBritain reserves the right to change the line of management according to the needs of the organisation.

Main Duties	
1	Actively lead on developing consistent and coherent brand positioning strategies and propositions in line with overall business objectives and key performance indicators.
2	Act as brand champion and guardian implementing a strong and consistent set of values and guidelines (visual and verbal) across the global network and externally facing with partners and the industry.
3	Deliver workshops and seminars to the industry and partners advising on the brand Britain strategy and creating tools to embed a 'one-voice' approach to selling Britain.
4	Develop and manage tools, processes and approach for teams to ensure consistency in branding across all activity recognising local market nuances.
5	Drive the brand strategy forward to ensure it is constantly evolving and forward-facing and be responsible for identifying consumer marketing opportunities driven by insight.

Person Specification	
Essential knowledge, skills and experience	
	Requirement
1	In depth knowledge and proven experience in embedding brands with multiple stakeholders.
2	Advanced project management / brand implementation skills centring on fully integrated marketing campaigns.
3	Strong strategic thinking skills and ability to develop strategic proposals.
4	Considerable tact and diplomacy – ability to negotiate and deal with internal and external contacts at all levels including CEO level.
5	Champion the VisitBritain customer segmentation for all markets and ensure all research and brand performance is mapped back to the core segments.

Essential personal style and behaviours	
	Requirement
1	Prepared to challenge the status quo and actively seek out opportunities for innovation, process improvement and entrepreneurial development for the organisation and consumer.
2	A self-starter who solve can problems and spin plates.
3	A creative thinker who thrives off customer insight to develop and propose big ideas/solutions.
4	A collaborator who can take people with them on the brand journey.
5	A leader who can work internationally, with government and across the tourism industry.

Desirable requirements	
1	Has worked for brand strategy agency.
2	Has had experience working with government stakeholders.