



Role profile

Job title	Senior Brand Executive
Reporting to	Brand Manager

Role family	Management responsibility:
Marketing	Does this role have management responsibility for others? No Team contributor

Overall purpose of role

This role sits within the Brand team, which is part of the wider Communications, Brand and Insights department at ICAEW. The Brand team is responsible for developing and implementing the tangible and intangible elements of brand; ensuring that all our clients, which include: staff, students, members, external bodies and the general public have a strong and clear understanding of who ICAEW are, what we stand for, what we do and how we serve within the public interest.

The Senior Brand Executive reports directly to the Brand Manager and acts as an internal interface for both the institute staff and rostered agencies/designers. A key part of the role involves the ability to forge good relationships across the business and deliver excellent stakeholder management to ensure that the brand meets our many stakeholders' needs. Whilst the role supports the effective development of marketing materials, acting as 'guardian' of the brand, it requires first-rate communication skills to understand, communicate and liaise with clients across the institute to assess requirements within agreed timescales .

Working with the Brand Manager within the Brand & Insights team, this role acts in a consultative capacity advising departments on best practices for all brand and campaign experiences both on, and offline. Additionally, this role will be responsible for managing some of ICAEW's corporate public facing flagship brand campaigns

Culture and reputation is at the heart of everything we do within the Brand team therefore championing and enthusing a strong brand identity is integral to this role.

Main responsibilities of role

Brand services support

- Provide tactical support to the Brand Manager, including management of the day-to-day external and internal brand requests, approvals and management of brand enquiries. Act as the bridge and go-to person for all brand related needs.
- Provide brand, copy and design advice/support to ICAEW staff and teams - regional, district, national and international - external creative agencies and freelance designers to ensure consistency in corporate identity.
- Maintain accurate tracking information of all requests that come through to Brand
- Lead Creative Review sessions with the Brand team keeping them abreast on projects in development across the Institute.
- Participate in daily creative briefing check-in sessions with team.
- Review and update all existing templates in line with the visual identity. Work with teams across the organisation on template requirements.

- Support the Brand Project Manager with the Better by Design project – a virtual service area and process for commissioning, proofing and storing of all works created by ICAEW marketing teams - software includes Ziflow, Asset Bank and Microsoft Service.
- Support the Senior Brand Marketing Executive in the creative development and implementation of brand campaigns.

Stakeholder management and relationship building

- Act as an internal account executive to provide excellent service to the rest of the organisation
- Understand what internal stakeholders are trying to achieve, provide advice on the best channels for their communication and what options are available for their communication/project.
- Meet regularly with stakeholders and other parties to understand future design needs coming down the pipeline and how well current campaigns are performing.

Specific duties will vary from time to time in line with the business needs.

ICAEW values – all staff are expected to work to these values

The 3 i's – Initiative Insight and Integrity

The 3 i's are the values that drive our attitude and approach to working at ICAEW, along with our ways of working being agile, collaborative and innovative.

Initiative

- Actively collaborating to identify needs and look for innovative solutions.
- Bring together different groups and communities to work together.
- Empowering people to be agile, so they can take ownership and harness the collective efforts of ICAEW in a flexible and responsive way.

Insight

- Actively gathering insights to develop innovative and considered thought.
- Collaborating with our networks to voice different perspectives and insights internally and externally to stimulate discussion and debate.
- Being agile in finding new and timely ways to provide understanding and insight to our members, organisations and government

Integrity

- Acting with transparency, consistency and openness as Integrity underpins all activity we undertake.
- Standing by your principles to adhere to the highest professional standards even when facing adversity.
- Doing the right thing, even when no one is looking.

Candidate Profile

- Demonstrable experience within marketing and/or brand departments
- Experience of working in a commercial environment with tight deadlines/fast turnaround
- Excellent eye for detail, meticulous record-keeping
- Good customer service experience, can-do attitude
- Self-motivated, willing to show initiative, flexibility and aspiration to improve working methods
- Good at managing conflicting deadlines and multiple projects
- A good standard of education
- Familiarity with standard Microsoft software packages – Word, Excel, Powerpoint
- Good interpersonal skills - discretion, tact and diplomacy
- Knowledge and understanding of professional bodies
- Familiarity with web-based tools

- Copywriting and/or design experience highly desirable