

JOB DESCRIPTION



Job title	Senior Brand & Internal comms manager
Reports to	Director of Marketing & Communications
Responsible for	Content officer Internal comms officer
Location	Bristol
Department	Communications
Purpose of the role	<p>To build the collective power of the Soil Association brand and enable the maximum impact from all Soil Association activities</p> <p>The Senior Brand & Internal comms manager is a member of the senior communications and marketing management team, and a member of the organisational-wide Marcomms Network.</p>
Key outcomes	<p>Build a clear definition, understanding and use of all Soil Association identified brands</p> <p>Engage Soil Association colleagues through structured listening and active communication to grow activity alignment and employment satisfaction.</p> <p>Champion a growing understanding of the core audiences of the Soil Association through ongoing insight, material and engagement with Soil Association teams.</p> <p>Co-create effective communications & marketing actions and efficient ways of working with Soil Association marcomms colleagues</p>
Key responsibilities	<p>Develop a robust master brand strategy and build a consistent and effective brand story that engages both our external audiences and unites & engages our internal teams.</p> <p>Work with all teams to train, facilitate and support the delivery of our brand story cohesively across the wider organisation and through all communications.</p> <p>Manage the overall brand portfolio architecture, including individual brand DNAs and link to our Soil Association reputation strategy</p> <p>Work collaboratively with the teams to monitor the health of our brand, know our audiences better and interpret insights to inform and refine our reputation strategy</p> <p>Lead the design, collation and reporting of Soil Association impact</p>



	<p>Work closely with the Soil Association Marcomms network to build a Group Reputation strategy that lifts Soil Association reputation and results in growing impact and income.</p> <p>Building the movement: Work closely with the SA Marcomms network to build a consistent and valuable SA voice for citizens to grow their knowledge of climate, nature and health</p> <p>Develop tools to support the smart planning, consistent message delivery and optimal content for communication across the Soil Association teams.</p> <p>Ensure content strategy and resulting core content (incl. content library and management, print production, content production, core content copywriting, photography, videography & design) is up to date, of high quality and readily available for use by the Soil Association teams</p> <p>Ensure a robust, 2 way communication programme is in place to keep Soil Association colleagues engaged with strategy, informed of progress, supported in their engagement & well-being and able to efficiently contribute to the improvement of performance</p> <p>Maintain an active review, test, learn and improve programme for planned communication and marketing activity to evidence impact and improve performance</p> <p>Recommend budgets and maintain processes for the monitoring and forecasting of relevant Communication/Marketing expenditure.</p> <p>Lead the Brand and Internal Communications team to support a great place to work. Set and monitor objectives for reporting members of staff. Conduct staff reviews and appraisals, ensuring professional and personal development. Ensure the team can keep up to date with policy issues affecting our work and the external operating environment.</p>
<p>Knowledge & experience</p>	<p>Education Degree level or equivalent experience</p> <p>Essential Senior level, strategic marketing & comms professional Substantial experience of brand development and management Experience of successfully developing, implementing and leading a communications and marketing strategy Proven ability to engage colleagues with brand standards to create enhanced performance. Substantial experience of insight generation Substantial experience of developing internal communications and engagement Experience of managing a team to develop high quality content</p>



	<p>Part of senior management teams Budgetary management experience</p> <p>Desirable Experience of working in third sector organisation Experience of working with Soil Association audiences (Citizens, policy makers, farmers, land managers, schools and caterers) Public speaking and presentation experience</p>
<p>Skills</p>	<p>Personal qualities Genuine interest in the work of the Soil Association Commitment to the values of the Soil Association Able to present complex issues appropriately to a wide variety of audiences Able to rapidly assimilate and disseminate new information Creative and strategic thinker Problem solver Strong team player and networker Know how to balance long term and short term decision making Real interest in people and their diversity</p> <p>Skills Excellent analysis and planning skills Confident internal stakeholder management Excellent communication skills (written, visual and verbal) Strong presentation skills Excellent influencing skills. Able to work well under pressure, manage and prioritise a busy work load. Strong people management and leadership skills. Strong reflection and continuous improvement mind set</p>
<p>Document Ref</p>	<p>JDSA1254</p>
<p>Date</p>	<p>September 2020</p>