



Marketing and Brand Manager

Recruitment pack | November 2021

Marketing and Brand Manager

19 November 2021

Dear Applicant,

Thank you for your interest in this position. Enclosed is the information you require to assist you in applying for the role.

To apply:

- Please provide a personal statement and up-to-date CV combined in a single document. The document must be a maximum of 4 pages in total – no more than 2 pages for the personal statement and no more than 2 pages for your CV. Please state your name and the job you are applying for at the top of the document and save it as follows: “Your name-job title” e.g. Martha Jones – Marketing & Brand Manager. Please note that if your submitted application does not meet these requirements, we will be unable to consider it.
- Your personal statement should set out why you feel that you are a good candidate for this post and how you fulfil the role profile and person specification. Your CV must show your full career history with any breaks explained.
- We are asking all applicants to complete our equality data monitoring survey. Completing this form will help us establish a better baseline for future equality, diversity and inclusion action. The information collected will be held securely and handled sensitively in line with the Academy’s data protection policy. The survey can be accessed through the advert on the current vacancies page.
- We guarantee to interview all disabled applicants who meet the essential criteria for the post. Please indicate in your covering e-mail if you are applying as a disabled applicant
- Please indicate in your covering email if you cannot attend the scheduled date for interviews.
- Please note that the successful candidate will require the right to work in the UK – in your covering email, please confirm that you possess proof of right to work, as this will be required later on in the recruitment process.

Applications should be e-mailed to recruitment@thebritishacademy.ac.uk.

Applications must be received by **12pm (GMT), Friday 3 December 2021**

Please contact Giuseppe Scannapieco, HR Officer, if you have any questions or queries at giuseppe@thebritishacademy.ac.uk.

We look forward to hearing from you.

Yours sincerely,

Liz Hutchinson
Director of Communications and Marketing
The British Academy

Welcome to the British Academy

The British Academy is the UK's national body for the humanities and social sciences. Our purpose is to deepen understanding of people, societies and cultures, enabling everyone to learn, progress and prosper.

We have three principal roles:

A Fellowship of distinguished scholars from all areas of the humanities and social sciences, elected by their peers, that facilitates the exchange of knowledge and ideas and promotes the work of our subjects.

A Funding Body that supports the best ideas, individuals and intellectual resources in the humanities and social sciences, nationally and internationally.

A Forum for debate and engagement that stimulates public interest and deepens understanding, that enhances global leadership and policy making, and that acts as a voice for the humanities and social science

Our Strategic Plan which runs to 2022 has five main objectives:

- To speak up for the humanities and social sciences;
- To invest in the very best researchers and research;
- To inform and enrich debate around society's greatest questions;
- To ensure sustained international engagement and collaboration; and
- To make the most of our assets to secure the Academy for the future.

Equality, Diversity & Inclusion statement

As a key part of our People Strategy, the British Academy is committed to creating a diverse and inclusive working environment, promoting equal opportunity, and addressing under-representation. We welcome applications from people of all backgrounds. We will make reasonable adjustments to support disabled job applicants and offer an interview to those meeting the minimum selection criteria.

You can find more information on the Academy's vision and current activities [here](#).

The Digital, Brand and Marketing Team

The Communications and Marketing Directorate is responsible for raising the profile of the Academy among a wide range of audiences. The Directorate is organised into four small teams but is a collaborative and integrated team working closely together on all aspects of our work. The four teams are; Digital, Brand and Marketing; Events; News and Stakeholder Engagement; and Publications.

The Digital, Brand and Marketing Team is responsible for delivering a range of digital channels, to ensure an excellent user experience and provide opportunities to showcase the Academy's work in an engaging and accessible way.

The Role

The Marketing and Brand Manager oversees both marketing and brand management for the British Academy. You will lead the conception, execution and reporting of marketing campaigns for British Academy outputs: digital content, events programme, policy work, research funding schemes etc. You will also manage the brand and design process for the Academy, including the relationship with brand and design suppliers. You'll also be responsible for a significant marketing budget and the budget for design and brand.

You will be able to deal calmly and efficiently with demands from a wide range of internal and external stakeholders and prioritise workloads effectively. You will provide advice, best practice and guidance on marketing, brand and design.

You will demonstrate thoroughness and attention to detail in all aspects of the work. Marketing campaigns and design outputs must be accurate, high quality and effective. You will need to gain an excellent knowledge of the Academy's work, support its aims and be aware of trends in marketing, brand and design.

Job Description

Identification of job	
JOB TITLE:	Marketing and Brand Manager
LOCATION:	The British Academy, 10-11 Carlton House Terrace, SW1Y 5AH
REPORTS TO:	Head of Digital, Brand and Marketing
STAFF SUPERVISED:	1x Digital, Marketing and Brand Assistant / 1x Digital Producer
Purpose of the job	
OVERALL OBJECTIVE:	<ul style="list-style-type: none">○ To manage and execute marketing campaigns of the Academy, working with colleagues to identify requirements, execute campaigns and report on performance, continually looking for improvements and new ways of reaching our audiences, particularly the scholarly community, policymakers and a wider public.○ To manage the brand and design requirements of the Academy, working with colleagues to refine design and brand briefs and ensure design outputs are delivered on time, on budget and to a high standard.
MAIN DUTIES:	<ul style="list-style-type: none">○ Carry out market research to keep up to date with customer trends, as well as trying to predict future trends○ Develop strategies and manage marketing campaigns across print and digital platforms to ensure that the Academy's work reaches the right audiences○ Analyse the success of marketing campaigns and creating reports

- Manage all of the design outputs of the Academy, ensuring outputs are consistently high-quality and are delivered on-time and to-budget
- Manage the relationships with all design and brand suppliers, ensuring value for money.
- Lead on the British Academy's existing email marketing campaigns, working with teams from across the Academy to build, deliver and report on regular email newsletters.
- Significantly increase the number of subscribers to the Academy's email newsletters
- Establish relationships with partner organisations to cross-promote Academy work
- Develop a network of email lists that can be used to promote Academy work
- Promote British Academy content and events through paid social media posts, using in-depth knowledge of our audiences to tailor targeted promotions for different events and articles for different demographics.
- Provide informed guidance on tone, content, schedules and target audiences
- Manage an assistant role
- Manage large marketing and design budgets
- Manage the Academy's Google Ad Grant, ensuring the account remains compliant and optimised
- Manage the Academy's image library and relationship with stock photo libraries
- Organise photography and video for launches, exhibitions and photo shoots.
- Act as brand guardian, advising colleagues on brand and design and ensuring that branding guidelines are adhered to across promotional materials including posters, presentations and video content

Person Specification

Candidates are advised to read the person specification carefully and to **only apply if they can demonstrate experience in relation to the essential criteria.**

Criteria marked with a (*) will be assessed at the written application stage.

Desirable Criteria can be identified in italic font.

POST:	Marketing and Brand Manager
DIRECTORATE:	Communications
Experience & Qualifications	<ul style="list-style-type: none"> ○ Educated to bachelor's degree level, qualified by experience, or equivalent.* ○ Management of effective, successful marketing campaigns, particularly across digital channels. * ○ Demonstrable experience of leading integrated campaigns with measurable impact. * ○ Expertise in interpreting business strategy to create innovative marketing campaigns that incorporate a wide range of tactics and clear actions. * ○ Strong experience of managing and developing brands, and delivering brand strategy. * ○ A strong understanding of digital audiences and channels, including social media and digital advertising, particularly the scholarly community, policymakers and a wider public. * ○ Management of design and brand projects * ○ Management of design suppliers * ○ Excellent project management and planning skills. * ○ Experience of producing printed and digital publications. * ○ High-level of written and spoken English and ability to adapt tone and style to different audiences. * ○ Testing, reporting and analysis of marketing campaigns * ○ Collaboration with external organisations and individuals in overseeing marketing and design functions * ○ Proven experience of forming and maintaining relationships with internal and external stakeholders * ○ <i>Experience of using project management tools such as trello and jira</i> ○ Experience managing email newsletter tools e.g, Mailchimp, DotDigital * ○ Experience of digital communications, content strategy, digital design, accessibility, UX, usability and SEO * ○ Experience of producing effective content for different platforms, including Facebook, Twitter, YouTube, Instagram, SoundCloud and LinkedIn *

	<ul style="list-style-type: none"> ○ Experience of moderating and managing social networking accounts * ○ Experience of working with a CMS * ○ <i>Experience of using CRM systems to support digital marketing and mailings.</i>
Skills	<ul style="list-style-type: none"> ○ Extensive experience of proofreading, copywriting and editing ○ Analytical skills and attention to detail * ○ An understanding of marketing and design trends * ○ Creativity and an ability to produce innovative and original ideas * ○ Diplomacy and negotiation skills * ○ Team working skills * ○ The ability to manage and allocate budgets * ○ Written and verbal communication skills * ○ Experience and understanding of market research * ○ Time and project management skills, including the ability to work on multiple projects at the same time * ○ An ability to think strategically and develop campaigns * ○ Excellent understanding of Analytics platforms - particularly Google Analytics and Facebook and Twitter Analytics, and ability to use insights to improve performance.*
Personal style and Behaviours	<ul style="list-style-type: none"> ○ Confident, open-minded, flexible and enthusiastic outlook ○ Able to prioritise effectively and delegate when appropriate ○ Comfortable advising senior colleagues ○ Methodical, with an excellent eye for detail ○ Positive attitude to challenges and co-operation with colleagues. ○ A professional and confident approach when dealing with a variety of people ○ Interpersonal and team working skills, with the ability to clearly and concisely communicate aims, creative approach, priorities and concerns ○ Be driven and enthusiastic, be dependable, adaptable, articulate, calm under pressure, very organised and detail oriented ○ <i>Knowledgeable about the work and values of the British Academy.</i>

Terms and Conditions of Employment

Please note that these terms and conditions are for **information purposes only**.

Position

Marketing and Brand Manager

Location

[10-11 Carlton House Terrace](#)
[London](#)
[SW1Y 5AH](#)

Remuneration

£36,100 per annum

Hours of work

9am to 5pm - Monday to Friday

Annual Leave

34 days (not including 8 bank holidays)

Our benefits package includes:

- a defined benefit pension scheme
- interest-free season ticket loans
- interest-free bicycle loans
- a stunning, Grade I listed building
- 34 days of annual leave, not including bank holidays
- enhanced employee policies
- flexible working and core hours policies
- annual pay and merit awards
- social activities
- hybrid working

Key Dates

Closing date for completed application 12pm (GMT), Friday 3 December 2021

Shortlisted candidates to be informed Friday, 10 December 2021

Interviews to take place Week commencing 13 December 2021