

## Job description

**role title: Brand and Communications Manager**

**grading: Grade 8**

**reports to: Head of Experience & Engagement**

### **caba's purpose**

As an occupational charity, we exist to work with members of our community to ensure they have the right level of support or advice so that they can manage whatever's in front of them and can thrive.

Our vision is that everyone in the ICAEW community can fully participate in life.

### **role mission**

Responsible for leading the delivery of caba's brand proposition through a unified communications strategy.

To effectively lead and take full ownership of caba's brand, PR, and communications strategy to ensure it is aligned to caba's strategic intent. To drive and cement a strong, sustainable brand with a common sense of pride and commitment that builds upon our authority and trust, whilst cementing the brand in the hearts and minds of our community.

### **role core purpose**

- Contribute to the strategic direction and operational effectiveness of caba
- Ensure the responsibilities of the post are carried out to reflect the standards, vision, and values of caba
- Contribute to the development and implementation of a strategic plan that meets caba's influencing and engaging organisational objectives and requirements
- Translate strategic plans into actionable communication strategy and plans
- Manage and develop the brand and communications team to support the delivery of plans during a period of change
- Liaise and collaborate with the senior leadership team, peers and external agencies ensuring plans and activities are to the benefit of our community
- Deliver on key performance indicators (KPIs), aiming to deliver continuous improvement, and set KPIs for delivery across all managed areas being accountable for monitoring and reporting on performance, and evaluation to achieve greater impact and return
- Undertake effective budgetary management, forecasting and management of expenditure across relevant areas to derive best value and impact
- Proactively promote and raise awareness of EDI, caba's values and behaviours and the wellbeing of all employees and stakeholders
- Complete and remain up to date with mandatory training

### **day to day responsibilities**

- Ensure caba's brand is aligned to the organisation's strategic direction and is at the core of everything caba does, from marketing communications, culture, values, and innovation
- Lead the development and implementation of a new set of brand values for caba, ensuring consistency and clarity; both for internal stakeholders in how they're lived and breathed, as well as in a brand experience for external stakeholders

- Be a brand guardian and strategist, positioning the alignment of caba's brand consistently throughout a visual and verbal identity, and ensure caba's values and articulation of those is threaded through everything we do
- Develop an employee engagement plan to help embed caba's new proposition, messaging, and brand
- Oversee and contribute to integrated influencing and engagement plans for key moments and campaigns; incorporating new channels and ideas that represent caba's brand to the best effect
- Drive forward and oversee the delivery of a digital integrated PR and thought leadership strategy through an earned media plan focused on championing caba as a credible thought leader
- Proactively seek fresh insights and inspiration to improve the targeting, quality, and effectiveness of caba's thought leadership content ensuring it matches our ambitions
- Increase caba's pool of spokespeople, ensuring they are educated to advocate on behalf of caba and for the people we support
- Foster and retain relationships with brand advocates and influencing networks to drive advocacy
- Monitor and report on brand and organisational marketing performance, ensuring KPI's are met, and deliver continuous improvement to help maximise brand equity

#### personal attributes:

**E – essential: D - desirable:**

qualifications	name of qualification	E / D
1	Relevant professional marketing and/or management qualifications	D
2	Qualified to degree level or equivalent relevant professional qualification and experience	E
experience and skills:	details	E / D
1	Line manager experience	E
2	Experience in implementing change within an organisation, particularly a new brand and supporting with a new organisational strategy rollout	E
3	Marketing, public relations, and communications experience	E
4	Solid understanding of latest marketing trends and best practices, especially digital trends	E
5	Ability to develop, support, and execute plans that strengthen a brand positioning	E

6	An understanding of audience tone of voice and tailoring content for various channels accordingly	E
7	Experience in planning, creating, and delivering multi-channel communications	E
8	Ability to build and maintain strong relationships with stakeholders, including external agencies	E
9	Able to think strategically and creatively regarding marketing and communication activities	E
10	Proven communication and interpersonal skills with the ability to influence, educate and persuade a wide network of people	E
9	Experience of using Microsoft Office packages, CRM, CMS and other marketing systems and software	E
7	Ability to build cross-functional relationships with departments across an organisation	E
8	Strong budgeting and financial monitoring skills	E
9	KPI setting and reporting	E
10	Creativity and an excellent eye for detail, accuracy, and consistency	E
11	Experience of working in the charity sector	D
<b>personal attributes</b>	<b>details</b>	<b>E / D</b>
1	Excellent and engaging (oral and written) communication and interpersonal skills	E
3	Flexible approach to work with the ability to manage multiple projects and prioritise accordingly	E
4	Team player, with the autonomy to manage own schedule and responsibilities	E
5	Driven and forward thinking with the organisational goals in mind	E
6	Sound project design and management skills	E
7	Challenges constructively, listens empathetically, supports colleagues and is non-judgemental	E

8	Demonstrate a commitment to caba values	E
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