

# Senior Brand and Studio Manager (Band 8a)

Recruitment Profile - This is a summary of the Job Description and Person Specification



Blood and Transplant

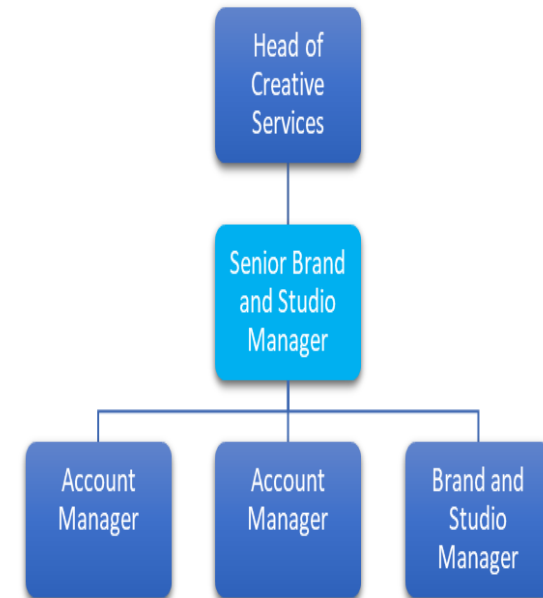
## About the Role

This is a brand-new role, reporting directly to the Head of Creative Services within the Donor Experience Directorate. Your responsibilities will include:

- Leading a team responsible for brand and design and account management across NHSBT's portfolio of brands. Ensuring resources are effectively prioritised and managed to deliver work to time and standard and ensuring value for money and brand adherence.
- Leading the strategic brand and creative leadership and management of NHSBT's portfolio of brands, providing oversight and services across Donor Experience and NHSBT.
- Accountable for creating a consistent brand and creative experience for donors and stakeholders and providing strategic advice and assets to support teams to deliver this. Plus experience of producing creative assets for diverse audiences, to help deal with health inequalities
- Leading an annual strategic planning exercise, aligned to organizational objectives, consulting with clients across NHSBT to understand work requirements for the year ahead, and planning team resources accordingly.
- Managing multiple clients across the different brands
- Reviewing and developing project management processes to ensure the effective running of the Creative services function and seek areas to improve performance.

You will be required to travel and spend time away from base, which may involve working irregular hours and overnight stays when required, with prior notice.

## Organization Structure



## About Us

*Our three core principles are critical to our service, guiding everything we do and inspiring us to be the best.*

- We **care** about our donors, their families, the patients we serve, and our people.
- We are **expert** at meeting the needs of those who use our service and those who operate it.
- We provide **quality** products, services and experiences for donors, patients and colleagues.

**About You** - This section details the personal attributes we require for this role. You will need to demonstrate these throughout the recruitment process

### Behaviours and Values

- **Communicating** – Friendly and approachable, able to relate to staff, donors and patients from all backgrounds, promoting NHSBT positively.
- **Collaborating** – Know the importance of your own behaviour and body language when communicating and working with others.
- **Leading** – Professional in matters of confidentiality, security, integrity, honesty, performance, attendance, and appearance
- **Customer focused** – Demonstrate and promote high standards of quality customer care to both internal and external customers and supporting a culture of continuous improvement
- **Performing** – Able to use and act on feedback from others on your performance and behaviour to increase your own self awareness
- **Innovating** – Consider, suggest and be open to alternative ways of working to make continuous improvements
- **Diversity** - Commitment to improving diversity and inclusion

### Skills and Abilities

- Skilled at leading a team of specialists (Brand and Design team and Account Managers) responsible for managing and delivering work for a large range of clients.
- Managing and improving services across planning processes, teams and resource and critically evaluating and encouraging improvements and innovation
- Skilled at setting direction, making decisions and evaluating impact and contributing to strategy and aspirations of the organisation
- Problem solving and managing unexpected urgent requests, providing leadership to the team and managing stakeholder expectations. Helping the team to re-prioritise workloads to ensure delivery of business-critical requirements.
- Providing high quality reports and presentations to senior management (to Board Paper standard), stakeholders and client.
- Build collaborative relationships and solve issues by engaging the right people at the right time
- Be highly articulate and credible, consistently influencing and delivering inspiring, engaging, and meaningful information regarding future direction
- Lead the team, accepting responsibility for achievement of business objectives and creating a shared sense of ownership for service delivery
- Engage widely with customers to seek input into setting strategic objectives and identifying new ideas and improved ways of working
- Demonstrate strong leadership, influence, and accountability for the achievement of results
- Recognise when change is required and demonstrate personal ownership for pursuing, communicating, and implementing the change, whilst minimising the motivational impact on others

## Experience and Knowledge

- Experience of leading a very busy Creative Studio, in a fast-paced complex environment across multiple brands and clients. A track record in successfully leading teams to deliver brand and design requirements across multiple clients, with competing requirements and tight deadlines
- Substantial experience in a senior brand and design role, adept at delivering strategic solutions for a range of clients.
- Expertise includes brand and design management, marketing, and serving as a brand guardian with strong account management skills.
- Significant experience of strategically managing and evolving brand portfolios and providing brand guardian services
- Extensive planning and project management experience, coupled with a specialist understanding of project management techniques
- Experience of managing large and complex budgets
- Experience of creating and managing an asset and image library.
- Experience of producing work for diverse audiences, to help deal with health inequalities. Excellent stakeholder management and communication and experience of managing multiple clients.
- Experience of championing diversity and inclusion and creating diverse and inclusive teams.

## Qualifications and Training

- Specialist knowledge in the field of Branding and Design, Account Management and Marketing, plus significant relevant experience
- MBA / Management / Marketing masters or equivalent experience
- Demonstrates commitment to own continued professional development (CPD)