

Brand Design Manager

About BookTrust

BookTrust is the UK's largest children's reading charity. We know that children who read are happier, healthier, more empathetic, and more creative. They also do better at school. Our aim at BookTrust is getting every child reading – regularly and by choice. With the long-term impact of the pandemic on children's lives, and with an ever-widening gap for the most disadvantaged children, our work has never been more important. We have a new ambitious five-year strategy with a deep commitment to doing ever more to support children and families from disadvantaged backgrounds in reading.

We deliver our mission through evidence-based interventions that reach over three million children and families each year from 0-13 with a strong focus on the early years. We work with a network of skilled delivery partners; with every local authority across England and Wales, health visitors, schools, libraries, social workers and early years workers; an incredible and increasingly diverse community of children's authors and illustrators; and with committed and expert support from publishers.

Job Purpose

The post holder is responsible for creating innovative brand design solutions to support projects and initiatives ensuring that our products, services and propositions deliver our brand and resonate with current and potential audiences that range from families, donors, local authorities and schools.

The post holder will oversee artwork schedules, interrogate and sign off creative briefs, taking print and digital products through to production across our portfolio of existing offers. They will also partner with the Design & Innovation team on new exploratory ideas, working with product developers to design, test and scale up new service prototypes. A collaborative approach will be key to ensure communication between departments, agencies and or in house teams are managed to deliver projects on time and to budget.

A brand ambassador for BookTrust, the post holder will embed and seek opportunities to enhance our brand across the organisation

Report to the Head of Marketing

Direct reports: Marketing Officer

Key Responsibilities:

Resource and asset production:

- Work collaboratively with colleagues to deliver quality creative and copy for a large number of print and digital assets such as product packaging and booklets through to how to videos
- Be an active member of project groups and BookTrust's Design & Development approach, providing design direction, feeding in insight, knowledge and delivering on outputs.
- Review and develop internal creative briefs and artwork schedules, liaising with commissioning teams and members of project groups to ensure key and relevant information is communicated and timelines are achievable
- Appoint and manage relationships with external design agencies, graphic design freelancers, photographers and videographers to deliver high quality digital and print creative that enhance brand awareness and deliver our offers aims and objectives
- Negotiate contracts and manage relationships with a host of illustrators, authors and publishers to deliver brand assets
- Regularly update the brand asset library and make suggestions for improvement where possible.
- Commission copy both internally and externally for creative as well as manage proof reading.
- Source appropriate illustrations and imagery
- Provide low level inhouse graphic design support for teams using Photoshop and InDesign.
- Share knowledge and insight on design layout and style to achieve brief objectives
- Work closely with the Operations team to procure quality print
- Monitor budgets to ensure projects come in on budget
- Manage our assets and images to ensure they are compliant with both GDPR and our safeguarding policies

Brand:

- Ensure that resources and assets communicate our key messages and drive the BookTrust brand
- Conduct training and inductions to onboard new recruits and induct them to brand and creative processes, systems and guidelines.
- Act as a brand ambassador to embed the brand across the organisation

Management

- Line manage and develop the Marketing Officer

Design & Development

- Partner with Design & Innovation team members to translate beneficiaries needs into product, service and experience prototypes
- Participate in exploratory design research and idea workshops
- Work with product developers to create concept boards, prototype design assets and other creative stimulus to help development.

General Duties:

- Build extensive knowledge of BookTrust markets and audiences
- To actively participate in supervision and support sessions, appraisal and learning and development planning and activities.
- To represent BookTrust professionally at meetings and events with partners.
- To be a good ambassador for BookTrust.
- The postholder will be expected to carry out all duties in line with BookTrust policies and procedures and be prepared to undertake additional reasonable duties, as required.

Person Specification

Knowledge	E or D *	S or I **
Excellent working knowledge of project management methodology	E	S
Understanding of brand and brand architecture	E	I
Legislation affecting brands such as copyright and trade marking	D	I
Experience		
Experience managing creative agencies and freelancers	E	S/I
Experience in working on project groups	E	S/I
Proven experience of implementing brand guidelines effectively	E	I
Experience of leading the creation of large-scale printed and digital resources	E	S/I
Line management and supervision skills with experience motivating and leading a team of one or more.	D	S/I
Skills		
Excellent working knowledge of a range of Office software to include Excel and PowerPoint.	E	I
Ability to develop innovative and practical solutions to challenges	E	I
Excellent project management including project schedules, managing budgets, content creation, production, distribution	E	I
Ability to build effective relationships, influence and negotiate with internal and external stakeholders at every level of seniority	E	
Ability to proactively seek out and analyse best practices and new ideas to improve processes and achieve better results.	D	
Ability to work flexibly and under pressure and to meet tight deadlines	E	I
Excellent interpersonal skills and a good communicator both verbally and in writing		
Excellent attention to detail and a keen eye for design	E	
Qualifications		

Relevant degree or equivalent marketing experience	E	S
Attributes		
Deeply collaborative	E	I
Proactive and dynamic	E	I
Problem solver with a can do attitude	E	I
Flexible and adaptable	E	I
Ability to work under pressure and to meet tight deadlines	E	I
Excellent timekeeping, and the ability to juggle a wide range of competing demands	E	I
Demonstrates initiative and personal leadership	E	I
*E = essential criterion D= desirable criterion **S = shortlist criterion I = interview criterion		

Terms and Conditions:

Salary: £35k - £38k London and £30k to £33k Leeds

28 days holiday plus public holidays

7% Employer pension contribution

3 x salary life assurance

Flexible working

Season ticket loan scheme (After 3 months)

Employee Assistance Programme (EAP)

- BookTrust now works on a hybrid model (Tuesdays and Wednesdays are office-based; the rest of week can be worked in the location of choice either from home or in one of our offices)
- This post can be based in our office in Battersea, London or our new office opening shortly in Leeds. All senior staff are also expected to be able to travel to work with colleagues across the country when needed (within our hybrid model).
- There will be a requirement for occasional evening or weekend work consistent with the seniority of the position