

Lancashire Brand Manager – Marketing - External Relations - Grade I

Job Description

Purpose

The Lancashire Brand Manager will manage and support the strategic rebranding initiative for the University. The focus of this role will be the change of the University's name. This is a unique opportunity to play a pivotal role in shaping the University's identity and ensuring a smooth transition to the new name.

Working within the Marketing team, the Lancashire Brand Manager will collaborate with internal stakeholders, external agencies, and partners to deliver a comprehensive and impactful rebranding strategy aligned with the University's vision and values.

Duties

Project Leadership

1. Serve as the primary point of contact for the University's name change project.
2. Develop and manage the project timeline, milestones, and deliverables to ensure timely completion.
3. Lead and coordinate efforts across departments such as Communications, Admissions, LIS, Legal, Finance, Schools, and Alumni Relations.

Strategic Planning and Execution

1. Oversee the development of a new brand strategy, ensuring alignment with the University's mission, vision, and long-term goals.
2. Manage the process of developing and implementing the new University name, logo, visual identity, and associated branding materials.
3. Working closely with key teams, in particular Digital Marketing and Web, to ensure a rollout aligned with our student recruitment marketing cycle.
4. Develop a robust planning timeline for project delivery in collaboration with other departments and the project workstreams.

Agency and Supplier Management

1. Collaborate with branding agencies and creative vendors to deliver high-quality outputs.

2. Oversee contracts, budgets, and deliverables to ensure value for money and project efficiency.

Change Management and Communication

1. Develop a comprehensive communication plan to guide the rollout of the rebrand.
2. Anticipate and address potential challenges, ensuring smooth adoption across all stakeholder groups.
3. Provide regular updates to senior management and other key stakeholders on project progress.

Compliance and Risk Management

1. Ensure all rebranding activities comply with legal, regulatory, and reputational standards.
2. Conduct risk assessments and implement mitigation strategies as needed.

Any other duties as required by the Head of Marketing which are consistent with the grade of the role.

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Proven experience managing large-scale branding or rebranding projects, preferably within a complex organisation (Application/Interview).
- Strong project management skills, including the ability to plan, prioritise, and manage multiple workstreams effectively to meet clear objectives and timescales (Application/Interview).
- Excellent stakeholder engagement and communication skills (oral and written), with the ability to influence and negotiate effectively at all levels, demonstrating high levels of persuasion, tact, and diplomacy (Application/Interview).
- Experience working with creative agencies and vendors, with a focus on delivering quality outcomes within budget and on time (Application/Interview).
- A proactive and problem-solving mindset and the ability to identify solutions and use initiative (Application/Interview).
- Undergraduate degree level or equivalent qualification/experiential learning (Application).

- Able to set high standards, motivate others, and work creatively and independently to manage priorities and achieve objectives (Application/Interview).
- Ability to work flexibly, adapting to changing priorities and timescales, while demonstrating the capacity to work both collaboratively within a team and autonomously when required (Application/Interview).
- High level of office skills including the ability to process and analyse quantitative information using Google analytics (Application/Interview).
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions and behaviours (Application/Interview).

Knowledge, Skills, and Behaviours (Desirable)

- Previous experience of working in a Higher Education institution or comparable industry (Application/Interview).
- Familiarity with change management principles and practices (Application/Interview).
- Understanding of branding regulations and intellectual property consideration (Application/Interview).
- Professional marketing qualification, or willingness to work towards one (Application/Interview).
- Proven experience of successfully line managing staff (Application/Interview).