



Head of Brand and Creative Job Pack

This newly created role offers the chance to lead one of the most exciting brand development projects in the charity sector.

We changed our name in 2015, but recognise we still need to develop our brand to enable us to communicate clearly, consistently, and with emotional impact. Getting this right is one of our biggest organisational priorities, and there is huge potential for someone with the vision and knowledge to make their mark.

You will also be responsible for leading our design and production process and managing a team of four, ensuring that our work across brand and creative has the greatest possible impact for people affected by blood cancer.

Closing Date: 24 September 2018 at 9am

Please note that the closing date may be brought forward at our discretion. We therefore encourage early applications

If successful in reaching the interview stage you can expect the following:

Telephone Interview (potentially) 28 September 2018

First Stage Interview on 10 October 2018

Second Stage Interview on 17 October 2018

ABOUT US

We are Bloodwise, and we want to change the world for all blood cancer patients. Every year we stop more people dying of blood cancer and our researchers are even working to stop people developing blood cancer in the first place.

We're the UK's specialist blood cancer charity and our vision is clear: we're here to beat blood cancer and we've been working to do this since 1960.

We fund world-class research; provide information and support to patients and their loved ones; and raise awareness of blood cancer. Since 1960 we have invested more than £500 million in blood cancer research in the UK. Where we've invested, survival rates and quality of life have improved.

We're proud to say that UK blood cancer research leads the world, thanks to the money we've been able to invest because of our supporters and fundraising. But we still have so much more to do: blood cancer is the 5th most common cancer and sadly it is the 3rd biggest cancer killer in the UK claiming more lives than either breast or prostate cancer.

We improve the lives of blood cancer patients with cancers such as leukaemia, lymphoma and myeloma because we believe everyone should be able to live their life to the full. We've been working to beat blood cancer for over 50 years and we won't stop until we do. Be a part of our story and help us change the world.

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title	Head of Brand and Creative	Location	London - Holborn
Contract Type	Permanent	Grade/salary	Circa £50k

MAIN PURPOSE

We're the UK's leading blood cancer research charity. We fund research to improve treatment and care for people living with all types of blood cancer – including leukaemia, lymphoma and myeloma – and provide anyone affected with information and support.

THE OPPORTUNITY

As Head of Brand and Creative, you will lead one of the most exciting brand development projects in the charity sector. We changed our name in 2015, but recognise we still need to develop our brand to enable us to communicate clearly, consistently, and with emotional impact.

Getting this right is one of our biggest organisational priorities, and there is huge potential for someone with the vision and knowledge to make their mark. As well as senior-level commitment, you will have brilliant raw materials to work with: we are a movement of people united by a determination to give people with blood cancer the chance of a longer, better quality life, and all our research is focused on making this happen.

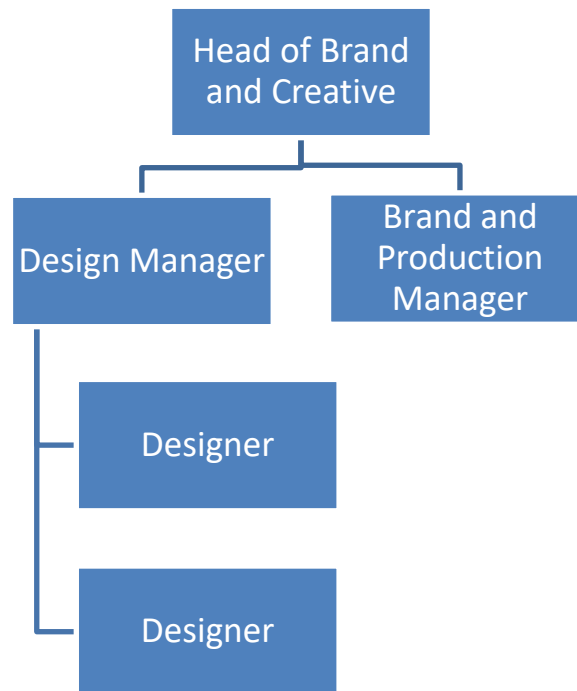
You will lead a team of four (with additional freelance support), with responsibility for ensuring consistently excellent creative output across all areas of work. This will include overseeing creative delivered in-house and by external freelancers and agencies, ensuring quality, brand alignment, and audience impact.

You will provide inspirational leadership to the team, building their skills and setting the strategic direction to enable them to work at their best. You will also act as a member of Bloodwise's leadership team and work closely with colleagues right across the charity.

KEY RELATIONSHIPS

Reports to	Deputy Director of Marketing and Communications
Line management responsibilities	Brand & Production Manager; Design Manager; Designers (x2 and freelancers)
Key relationships	Working closely with the wider marketing and communications colleagues and stakeholders across the organisation, but particularly in fundraising and HR.

ORGANOGRAM



WHAT YOU'LL DO

- Lead brand development.
- Act as Bloodwise's brand guardian, working with marketing and communications colleagues to develop processes and work collaboratively to achieve consistency and alignment.
- Design and deliver high-impact, creative solutions to support the needs of teams across the organisation.
- Ensure creative output is delivered to a high quality, to deadline, and on brand.
- Ensure that all our staff and volunteers become brand ambassadors, embedding the brand in everything we say, do and how we behave.
- Lead the Brand and Creative team in a way that inspires, motivates and develops them.
- Stay at the forefront of sector developments and develop network of brand and creative expertise outside of the organisation, and ensure the team builds networks of peers across the charity sector.
- Manage the brand and creative budget and operating plan.

PERSON SPECIFICATION

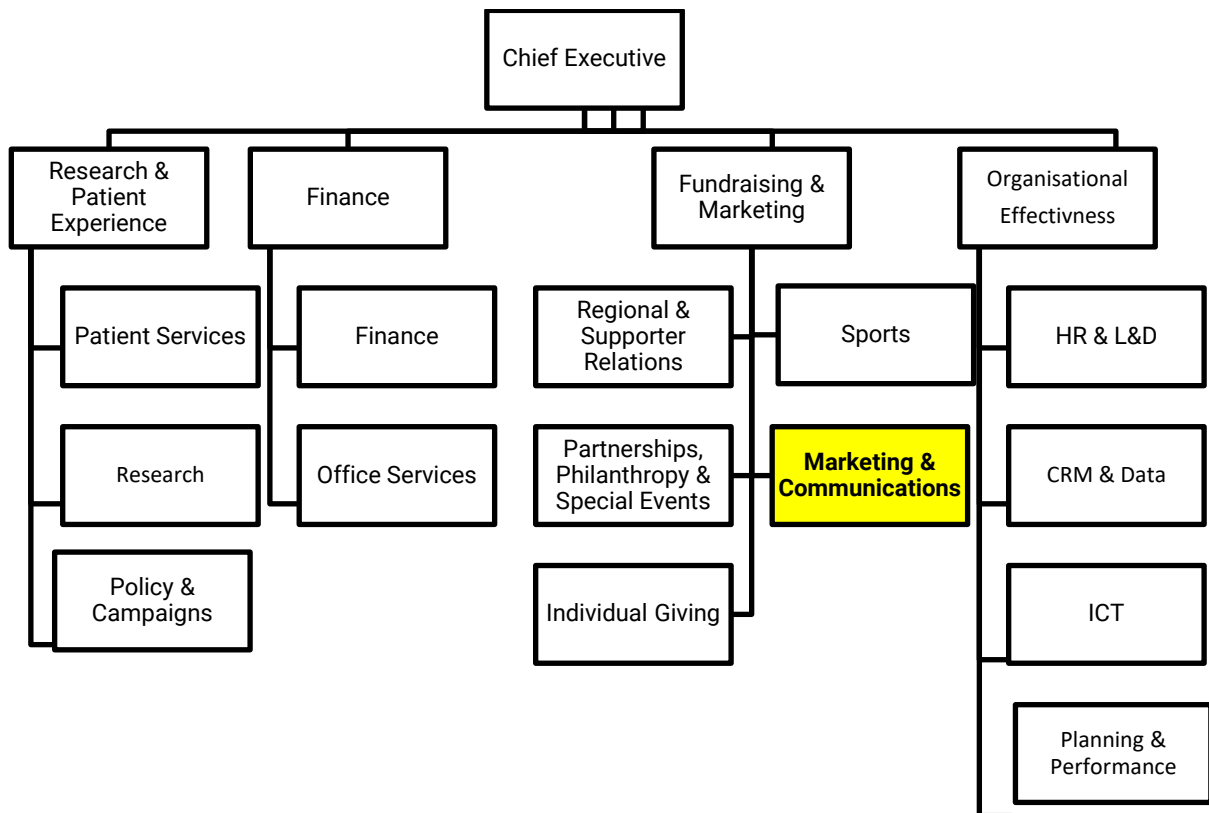
Skills knowledge and experience	
Essential	
1	Experience of being responsible for an organisation's brand
2	Experience of leading a creative services function
3	Expert knowledge of brand, with good understanding of design principles
4	Experience of managing external relationships with suppliers, including designers and creative agencies
5	Experience of leading teams
6	High level of accountability over work, with the drive and determination to deliver ambitious improvement plans
7	Exceptionally collaborative approach to work
Desirable	
1	Experience of the charity sector
2	Experience of having led a significant piece of brand development

Things we all do

- Attend and assist at Bloodwise events and activities as required (NB this involves evening and weekend work)
- Be an effective ambassador for Bloodwise at any activity you attend
- Develop an in-depth understanding of our work
- Do any other reasonable tasks your manager needs you to do

THE TEAM ORGANOGRAM

Now you have read about the role, to help you get a better feel of where it sits in Bloodwise here is a simplified organogram.



SHORTLISTING AND INTERVIEWS

Bloodwise is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; so if you're shortlisted we will contact you and invite you to attend an interview. We'll also tell you if there will be any skills tasks to complete as part of the recruitment process.

If you do not hear from us within 2 weeks after the closing date, your application has not been successful.

FOR FURTHER INFORMATION ABOUT US

See our website <https://bloodwise.org.uk/>

THE GOOD STUFF WORKING AT BLOODWISE

Apart from all the hard work we do, there are some really good benefits to working at Bloodwise:

<p>Annual Leave Entitlement is 25 days per year rising to 26 days after 2 years' service then 27 after 4 years' service; we will usually close the office between Christmas and New Year which our trustees gift as an additional holiday.</p>	<p>Personal Development Development is really important to us and there are a variety of options available to staff at Bloodwise.</p>
<p>Time Off In Lieu We strongly encourage everyone to help with some activities outside of normal working hours. For this you can earn and claim TOIL.</p>	<p>Interest free season ticket loan We pay for the ticket and you repay the money out of your monthly salary.</p>
<p>Pension When you join us we'll automatically enrol you onto our pension scheme, which is run by Aegon. This can be increased through length of service.</p>	<p>Childcare vouchers You can exchange money per month from your gross salary for childcare vouchers.</p>
<p>Employee Assistance Programme Offers support information, expert advice and specialist counselling to help you prepare for life's predictable milestones.</p>	<p>Ride2work scheme This allows you to obtain a new bike to use to ride to work. You can then repay it through your salary.</p>
<p>Life Assurance Although we don't like to think about it, should something happen to you while working for Bloodwise we have life assurance for staff.</p>	<p>Refreshments On each floor in head office there's a kitchenette with tea, coffee, sugar, milk and plates, bowls and cutlery.</p>

OUR LOCATION

Our Head offices are located at [39-40 Eagle Street in Holborn, London WC1R 4TH](#); Holborn tube is the closest station, approximately 5 minutes from our offices.

