JOB DESCRIPTION

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| **Job Title** | **Brand Identity Manager** |
| **Reports to** | **Content Operations Lead** |
| **Department** | **Brand and Marketing** |
| **Job Family** | **Brand** | **Level** | **4** |

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| **About the School** |
| At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school. With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses. With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.  |

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| **About the Department** |

The purpose of the Engagement department is *to develop a deep understanding of our community and enable LBS to offer experiences that attract, inspire and connect on our journey together*. It includes our Advancement, **Brand and Marketing** and Communications functions, which are responsible for engaging our audiences throughout their LBS journey and promoting a culture of philanthropy to amplify the School’s impact.

LBS has over a hundred faculty, conducting world-class research in accounting, economics, finance, management science, marketing, organisational behavior, strategy and entrepreneurship. We have four research institutes focusing on thought-leadership and impact, and a vibrant network of student and alumni clubs.

Together, they generate a remarkable flow of high-quality content activity for our global community of more than 50,000 current students and alumni.

The **Brand & Marketing** team are the voice of our customers, and we work hand-in-hand with our business unit partners to take our learning offer, learning experiences/outcomes and faculty thought-leadership to market - to specifically appeal to, drive consideration and preference for, and support advocacy of the LBS brand as a learning partner *throughout* individual careers and organisational transformation.

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| **Job Purpose** |
| This role sits within **Brand & Marketing** and is a critical role in continuing to embed and oversee the content and collateral production of London Business School assets to a Self-Serve, Lead Creative Agency and Freelancer model. It involves overseeing colleagues, partners, and all commissioned suppliers in the creation and delivery of artwork, copy & design, motion graphics and audio and video production. The primary focus will be to ensure that all produced work aligns with Brand Guidelines and accurately reflects the School’s visual identity and tone of voice. The Brand Identity Manager holds responsibility for ensuring that all assets created under the LBS master brand are compliant and of high quality. Engaging directly with the lead creative agency, and department stakeholders, to inform, educate and advise on the creative process.This will include developing training & induction manuals/programmes to educate and build the knowledge of our community about the LBS brand, including training on how to apply Brand Guidelines, processes for brand approval and regular monitoring and auditing of brand compliance.Creating a new network of Brand Champions across the School will be required, mobilising and inspiring these colleagues to ‘be the voice of the brand’ for their individual departments/teams. Developing a ‘community of practice’ and process for continuous improvement and awareness.  |

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| **Key areas of accountability and Key Performance Indicators (KPIs)** |
| **Key areas of accountability:****Creative Agency & Freelance Output*** Oversee, guide and monitor the creative output from suppliers ensuring high-quality assets are on-brand and on-brief
* Support Content Operations Lead in evaluating performance, SLA’s and agency procurement activities.
* Set-up and lead quarterly creative reviews with agency partners.

**Brand Guidelines Expertise*** Function as the collective Brand Expert, fostering a team approach to ensuring the correct application of the London Business School brand.
* Collaboratively drive enhanced consistency and compliance of Brand Guidelines across all stakeholders.
* Maintain up-to-date Brand Guidelines, reflecting any brand identity enhancements or evolution through collaborative efforts.

 **Brand Tools & Platforms*** Continue to lead, oversee and refine the systems supporting brand governance, leveraging existing platforms like BrandHub, Canva and Wrike (workflow management platform) for optimal delivery.
* Collaborate with the Content Operations Lead to further refine and implement a Self-Serve Utility for on-brand assets, leveraging existing frameworks and processes.
* Expand and refine existing brand toolkits to support key initiatives across the school, building upon previous work in this area.

**Brand Reviews & Compliance*** Lead and respond to all School-wide Brand Governance queries, relating to content creation and brand approvals for all visual assets where required.
* Lead on all brand compliance checks for external partners who create advertising and marketing on our behalf, including agencies, freelancers and other learning partners e.g. Emeritus & Pearson.
* Be responsible for the development and deployment of Brand Induction/Brand Refresher modules for internal and external colleagues and partners.
* Alongside the Content Operations Lead and Traffic Manager, develop regular reports to monitor compliance trends, risks, and performance.
* Support in the production of various materials across the department to achieve the overall objectives of the Brand & Marketing department. Review materials for adherence to brand, legal, and compliance guidelines, approve, and escalate high-risk reviews.

**KPIs:*** Enhanced performance of our content and thought leadership content by telling the LBS story powerfully and consistently staying true to the DNA of our brand.
* Elevation of our brand allowing LBS to maintain its world-leading position.
* A connected and engaged community of staff driving brand advocacy with everyone acting as a Brand Ambassador supported by Brand Champions.
* Training and upskilling of staff and suppliers on our brand guidelines and tone of voice.
* High performance in any future brand audits.
* Reduction in ‘off-brand’ materials produced from within our community.
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| **Knowledge/Qualifications/Experience Required** |
|  * Professional branding and/or marketing qualification or equivalent experience.

• Experience working with or producing different marketing assets.• A keen understanding and experience of using Brand Guidelines, branded assets and toolkits.• Knowledge of and experience using digital tools and platforms that support digital asset management and brand governance activities. • Experience or ability to create engaging training programmes for stakeholder learning. • Excellent communication skills with the ability to engage a variety of audiences. • Experience of managing contractors, partners and/or agencies Excellent organisational skills and the ability to manage multiple internal and external stakeholders.  |

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| **Resources including team management**  |
| This role reports to Content Operations Lead and has no direct reports to manage. |

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| **Staff** |  |
| **Budgets** |  |
| **Date Updated** | 30th April, 2024 |