

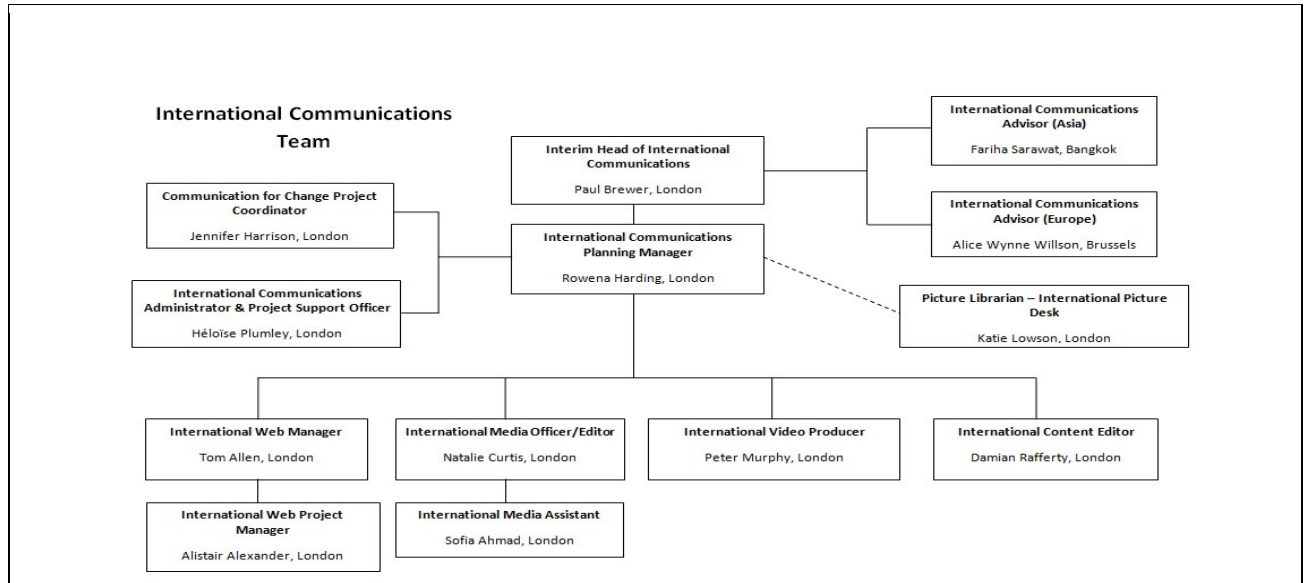
act:onaid Job Description and Person Specification

Job Title:	Brand Project Manager (Ref 0092)		
Directorate:	International Fundraising and Communications Team	Job Family:	International Communications Team
Reports to:	Head of International Communications	Grade:	Consultancy
Location:	London		
Job Role			
Role Overview:	To oversee the successful delivery of the new ActionAid International identity.		
Accountabilities			
Key Accountabilities / Responsibilities:	Key Activities		
Brand Development	Manage the development of a set of the new ActionAid International brand and identity.		
Engagement	Manage internal communications on the new identity. Manage brand engagement across all 43 ActionAid offices.		
Asset Creation	Oversee the creation of assets and other outputs to support the roll out of a new identity.		
Production	Oversee and support logistics of rolling out ActionAid International's new identity across existing materials.		
Best Practice	Advise an international user group on identity roll out and best practice.		
Typical People Management Responsibility			
Approximate number of people managed in total	N/A		
Matrix Manager – (projects/dotted line)	International Communications Planning Manager		
Team Leader	Head of International Communications		
Grandfather- manager of Team Leaders/Managers	Director of International Fundraising and Communications		
What is the global remit? Operates in:			
Remit covers all ActionAid countries	Yes.		
Person Specification			

act:onaid Job Description and Person Specification

Education & Certifications	<p>None required.</p>
Essential Knowledge and Experience	<p>Experience of managing and monitoring a large project. Excellent technical and project management skills. Experience of producing and updating brand guidelines. Experience of developing, creating, managing and monitoring a large project or campaign that includes numerous print collateral and merchandise. Experience of working in a brand environment for campaigns/fundraising/not for profit management/behaviour change. Experience of procurement, supplier negotiation and agency management. Experience of managing and inspiring individuals and teams across an organisation to develop and deliver projects. Senior stakeholder and negotiation experience. Experience developing a brand in terms of visual identity and messaging. Experience delivering internal brand engagement or similar internal communications. Experience working with people from a diverse range of cultures. Experience working on the client side. Ability to creatively problem solve on own initiative. Ability to deliver support through a consultancy role, knowing when to help others to help themselves and when a consultant has to lead. Thorough knowledge of design and production. Excellent communication skills, both written and verbal. Excellent attention to detail. Ability to prioritise heavy workloads.</p>
Desirable Knowledge and Experience	<p>Proficiency in another language. Project management qualification. Knowledge of/experience of working in International Development.</p>
Organisational Structure	

act:onaid Job Description and Person Specification



Competency Profile

Competency	What it looks like
Action	The desire to accept ownership and accountability, whilst getting things done well and meeting challenging goals. The ability to move projects forward while retaining good stakeholder relations.
Planning	The ability to think ahead and decide on courses of action, ensuring that the resources required to implement the action will be available, and scheduling work required to achieve an end result.
Innovation	The ability to originate, introduce and be open to, new practices, concepts, ideas and change and to creatively solve problems.
Communication	The ability to get our points across clearly, both orally and in writing, to ensure we get our key messages across in the right way and that we can see the results of good communication.
Collaboration	The ability to work co-operatively and flexibly with others, both within and outside the organisation, demonstrating an understanding of effective team working and partnerships.
Leadership & Management	The capacity to inspire others to give of their best to achieve a desired result, whilst maintaining effective relationships with individuals and teams as a whole and allocating resources.