

Comms and Brand Manager

Location: Working remotely with travel to Edinburgh (Edinburgh Office available)

Salary: £37,000-£39,000

Job Description

The ideal person for this role will be a proactive and engaging comms professional with at least 5 years of experience in a communications environment. You will thrive in a small team and are comfortable supporting a range of comms requirements within the organisation.

My Name's Doddie Foundation is proud to have committed over £11M to MND research and a further £2M to supporting people living with the disease – all in the space of just 7 years. By leading on our message in all written and visual comms, this role is crucial in helping us continue to deliver Doddie's legacy.

Key Responsibilities

- 1. Brand Guardian**
 - 2. Storytelling**
 - 3. Marketing Creativity**
- Guardianship of the visual brand, in all internal and external activity
 - Guardianship of our brand voice to ensure our tone is authoritative and urgent or fun and irreverent as appropriate.
 - Oversee a clear social media plan and day to day management of social media platforms, supported by digital executive
 - Ensure we tell our story by maintaining a group of people who are willing and able to share theirs (fundraisers, family members, scientists and people living with MND)
 - Lead on major written publications (e.g. annual report)
 - Work creatively with commercial agency to lead from Foundation side on partnerships with licensees on merchandise lines
 - Play a key role in identifying and delivering on opportunities with sporting partners
 - Manage relationships with supporting agencies (Commercial, PR and design)
 - Work with Digital and Campaigns manager to develop and implement comms strategy
 - Help us to deliver the Foundation strategy with Love, Fun and Hope!

Strategic Growth and Planning

- Contribute to strategic planning by providing insight from across the sector
- Gather and use supporter insight to spot opportunities for brand growth.
- Produce regular reports and make recommendations for strategic planning.

Key Relationships

- Director of Fundraising and Comms; Digital and Campaigns Manager; Senior Community, Events and Volunteering Manager; Fundraising team
- Research team
- Key agencies

Skills and Experience

Essential	Desirable
<ul style="list-style-type: none"> • 5+ years working in a communications role • Strong copywriting skills, conveying complex information in an engaging format • Able to identify strong stories for both media and digital use • History of managing agency relationships • Can work effectively with partners to identify opportunities • Experience of managing a brand across an organisation including producing guidance for colleagues • Strategic planning. • Excellent relationship and communications skills. • Experience working in a commercial or fundraising team with financial targets. • Ability to analyse results and KPIs and make strategic and operational recommendations. • Ability to work independently and manage multiple tasks simultaneously. 	<ul style="list-style-type: none"> • Experience working with/ in the sports industry • An understanding of research communications • Experience working with the charity sector • Project/ product/ campaign management skills and experience