



Brand and Marketing Manager

Thanks for your interest in working at Citizens Advice. This document should give you everything you need to know about the above role.

Want to chat about this role?

Please contact the recruitment team at careers@citizensadvice.org.uk



The team

The role you're applying for is in the **External Affairs department** and in the **Brand and Marketing** team. Here are 4 ways you can find out more about us:

1. Citizens Advice Careers Site -
<https://www.citizensadvice.org.uk/about-us/job-and-voluntary-opportunities/citizens-advice-job-opportunities/>
2. Citizens Advice LinkedIn -
<https://www.linkedin.com/company/citizens-advice/life/10eff46c-fc7c-445c-a04b-b63063a2e3bf/?viewAsMember=true>
3. Citizens Advice -
<https://www.citizensadvice.org.uk/>
4. Find out more through blogs, insights and 'how we help' stories
<https://wearecitizensadvice.org.uk/>

The role

This role will be responsible for helping to shape how Citizens Advice is perceived amongst our audiences, driving brand awareness, trust and consideration to use and support our services. The role combines high-level brand stewardship with the execution of data-driven marketing strategies to reach people in need, inspire support and influence decisions. You will lead the development of integrated campaigns that align with organisational goals, ensuring Citizens Advice remains resonant, accessible, and impactful.

Role profile

Band:	Manager - Mid	
Reporting to:	Head of Brand and Marketing	
Proficient salary:	As advertised, (plus on-call allowance and London allowance if applicable)	
Location:	Blended between office and home (England and Wales)	Travel (L/M/H) : Medium
Team and department overview:	The brand and marketing team is responsible for communications to influence and engage our varied external audiences. We use a range of public facing channels including social media, website, blogs, events and paid media. We work to build brand trust and protect our reputation. The team is part of External Affairs, a department that also has Media and Public Affairs teams. The department acts as custodian for Citizens Advice's brand and reputation, targeting a range of general public, decision maker and funder audiences through service-wide strategies that have external and political resonance. Positioning the charity as an expert and inclusive advice provider, a credible and strong advocate and a valuable partner, we enable the progression of organisational goals and help achieve social change.	

Role purpose:	To support the Head of Brand and Marketing to deliver the organisational brand and marketing strategy and execute a national programme of coordinated activity that progresses wider goals, enabling organisational impact. To act as the steward of the Citizens Advice brand, ensuring consistent brand identity, positioning and messaging while leading projects and initiatives that increase visibility, enhance and protect our reputation and attract support, including driving additional income.	
Key accountabilities	Key elements/Tasks	% of Time
Develop and deliver effective brand management aligned with brand strategy and organisational priorities	Work in partnership with the Head of Brand and Marketing to create and shape long-term plans for building, managing and growing our brand, as a strategic enabler of our organisational strategy and so that it demonstrates lasting value for the organisation. Accountable for identifying priority target audiences that the organisation should focus on reaching and engaging, backed by data and evidence and working alongside colleagues across teams (e.g. Income, Advocacy, Advice). Own all elements of our brand DNA and ensure that our brand continues to evolve in line with organisational strategy and so that we can be seen as a trusted, modern and forward thinking organisation, including managing and continuously evolving brand guidelines and assets. Lead on colleague capability by empowering brand understanding and application, through ongoing education, tools and resources. Lead on partnership brand activations and communications strategies, supported by the Senior Brand and Marketing Specialist .	25
Lead the development and implementation of brand and marketing strategies to help	Work in partnership with the Head of Brand and Marketing to develop and implement an overarching brand and marketing strategy that helps Citizens reach new and existing audiences, secure new partnerships, attract supporters and continue to be a powerful influencer.	20

Citizens Advice reach new and existing audiences	Lead and own strategic brand planning to achieve impactful outputs and a strong profile across priority areas. Work with senior stakeholders across the organisation as well as gathering research and insight to understand audience needs, ensure effective messaging and lead engagement strategies. Ensure strategies are informed and developed in collaboration with key internal and external stakeholders and target audiences. Lead the organisation's brand marketing strategy and be accountable for reporting on its impact, supported by the Senior Brand and Marketing Specialist. Devise and direct multi-channel campaigns aligned to audience needs. Be accountable for the evaluation of brand and marketing campaigns and projects and implement lessons learned in future work.	
Manage effective brand governance	Act as a guardian of the brand, ensuring quality and consistency. Accountable for brand risk, you will have final review and authorisation of content and materials, ensuring compliance. Provide subject matter guidance to internal teams and external partners on the correct use of brand assets and approved templates, helping to ensure brand integrity across all communications. Be a trusted subject matter expert, enabling and working collaboratively with the Citizens Advice network to maintain a strong brand and reputation, as a whole service. Manage the organisation's registered trademarks. Accountable for the protection of trademarked and copyrighted assets across all materials, internally and externally, complying with laws and licensing agreements. Lead on brand use internally and externally, and address potential brand misuse or	15

	infringement, following agreed procedures alongside Head of Brand and Marketing and colleagues in Legal as needed.	
Contribute to team management and support team development through inclusive and visible leadership and people management	Work alongside the Head of Brand and Marketing to build and maintain a high-performing, impactful and motivated team through strong, visible leadership and effective line management, recruitment and retention. Work collaboratively with the Head of Brand and Marketing and Digital Engagement and Campaigns Manager to ensure an aligned team with a clear and motivating purpose and agreed priorities. Responsible for ensuring best practice is evident across the team, from compliance to training and networking. Drive excellence in quality assurance, efficient processes and collaborative ways of working. Scope and allocate brand and marketing team resource against wider team and organisational priorities, with agreement of the Head of Brand and Marketing. Role model a continuous improvement approach with all team members so they are empowered and supported to innovate and incorporate new trends, tactics and theories into the work. Set clear performance objectives for your direct reports, conduct regular reviews, and provide ongoing coaching and support to enhance individual and team performance. Help foster a positive, inclusive and productive team culture, valuing diverse talent and actively creating opportunities for skill development and progression.	15
Monitor, maintain and improve brand	Responsible for monitoring brand health, perception and reputation using our brand tracker and by conducting periodic research as needed.	10

health and performance	Provide insights on brand health performance to senior stakeholders and the wider organisation, including organisational quarterly reporting. Accountable for ensuring brand evolution by keeping across relevant brand research to understand up-to-date audience perceptions, working with external research agencies and supported by Head of Brand and Marketing to enable continuous improvement. Accountable for regularly reporting on the impact of our brand marketing activity to senior stakeholders, supported by the Senior Brand and Marketing Specialist.	
Advise on and implement best practice approaches	Excellent knowledge and understanding of the application of best practice platforms, channels, trends, the internal and external landscape, systems and processes to ensure that Citizens Advice is ready to take advantage of opportunities. Review and recommend new approaches for Citizens Advice to ensure we're staying relevant. Facilitate decision-making at senior levels by providing pro-active, evidence-based recommendations. Manage brand support tools, platforms and suppliers, such as our brand tracker and trademark renewals and watch service. Lead the procurement process for new suppliers to support with delivering brand projects.	5
Plan and manage budget	Develop and manage the annual budget for brand activity, alongside the Head of Brand and Marketing, and allocate funds to planned activity. Monitor, manage and challenge spend on projects/day to day activities and know how to effectively manage a budget.	5

	Manage your team's allocated budget, liaising with finance as appropriate and work with the Head of Brand and Marketing to efficiently monitor and track spend against allocated budget. Demonstrate financial efficiency and value for money throughout work.	
Other	Deputise and provide expert support to senior colleagues, as required. Undertake any other duties as may be reasonably required within the scope of the role.	5



Person specification

Essential criteria (to be assessed at application and interview)

1. Demonstrable experience in a senior role in brand management or marketing with a track record of leading a team, developing and managing an effective brand and marketing strategy, including audience prioritisation, campaigns & communications, brand positioning and stewardship.
2. Experience of monitoring, managing and reporting on organisational brand health and performance.
3. Ability to proactively identify reputational risks as they arise through internal or external facing channels and follow crisis management processes to ensure swift mitigation to maintain brand integrity and stakeholder trust.
4. Strong team leadership and people management skills, with experience of developing and motivating diverse teams, creating opportunities for skills development, closing disparities and promoting pathways for career progression.
5. Ability to confidently persuade and influence senior decision makers on a course of action, by presenting clear, data-driven recommendations aligned with organisational priorities.

6. Excellent interpersonal skills, including demonstrable ability to work with different teams, establish credibility and work collaboratively to solve problems.

Desirable criteria (to be assessed at interview)

7. Experience of using Google Apps and other collaborative technologies to support teamwork and management
8. Experience of working within a complex organisation across multiple locations
9. Experience of working in a federated/networked organisation