

Job Description

Job Title	Brand Coordinator	Grade	2
Department	Communications and External Affairs	Reports	0
Reports to	Brand Manager		

Our values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main purpose of the role

To work closely with the Brand Manager in supporting the development and management of the corporate brand for all marketing and communications activity, in order to maintain and improve the awareness, value and reputation that APM brings to the project profession.

Dimensions & Limits

Gaining agreement from the Brand Manager on the brand plans and activity to ensure they fully support the strategy and are delivered within agreed budget and timeframes.

Key relationships

Internal

- Senior management team, marketing and communications colleagues, management level colleagues, portfolio team. All sections in the association including appropriate panels and committees.

External

- External agencies, third parties, members, volunteers, contractors and wider public.

Career development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events.
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths.
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions.

Confidential

Job Description: Brand Coordinator

Date: May 2024

Key responsibilities / accountabilities

Ensure the APM brand is upheld and strengthened in all communications

- Assist the business in adhering to the APM brand, style guides and policies
- Assist with regularly updating the brand guidelines so that they are easy to follow by the business
- Manage both brand and marketing inboxes, being the first line of communication for internal queries
- Perform artwork modifications and updates to master slide deck and brand templates

Brand governance

- Manage the process for reviewing new concepts and artwork
- Arrange concept meetings as required
- Provide ongoing BAU support to the business on correct implementation of the brand
- Provide feedback and approval on minor tasks and first review of major items
- Escalate queries and approvals where appropriate
- Proofread documents and triage queries to appropriate team members

Brand Champions staff group

- Ensure Brand Champions are fully engaged and support the management of the brand across the business
- Assist the business in understanding and buying into the APM brand and style guides
- Regularly update them on any matters concerning the APM brand
- Deliver quarterly sessions to ensure continuous feedback to and from the business
- Onboard any new Brand Champions

Management of the Brand Centre

- Ensure image and asset library is up to date and tagging is correct enabling users to easily access what their requirements
- Be point of contact with the supplier (Asset Bank)
- Source appropriate imagery that adheres to the APM brand
- Provide feedback and approval on minor tasks and first review of major items
- Escalate queries and approvals where appropriate
- Proofread documents and triage queries to appropriate team members

Merchandise and logistics

- Branded merchandise updates, approved and produced on time
- Monitor stock levels of corporate merchandise and reorder as required
- Be point of contact for logistics supplier
- Produce stock reports and monitor ordering from across the business
- Respond to internal queries regarding logistics and merchandise

Person specification – Brand Coordinator

Attributes	Essential	Desirable
Qualifications		<ul style="list-style-type: none"> • Educated to degree level • Holds a marketing/brand management qualification
Experience	<ul style="list-style-type: none"> • 1 to 2 years' experience of working in a brand or marketing department • Brand management experience 	<ul style="list-style-type: none"> • 2 to 3 years' experience of working in a brand or marketing department • Budget management experience
Knowledge	<ul style="list-style-type: none"> • Importance of a strong brand • Understanding of the principles of brand management • Interpretation of market research and customer insights 	<ul style="list-style-type: none"> • Appreciation of the work of a professional body
Skills	<ul style="list-style-type: none"> • Ability to build effective business relationships • Produce clear written documentation • Excellent communication skills – written and verbal • Teamwork skills • Organisational skills • Ability to use design programmes such as Illustrator/InDesign • Photoshop or image editing skills • Effective PC skills including Word, Excel, PowerPoint 	<ul style="list-style-type: none"> • Email marketing platform skills • Analytical ability
Behaviour / competency	<ul style="list-style-type: none"> • Self-motivated and pro-active • Concern for accuracy and attention to detail • Critical thinker • Communication skills • Customer focus • Interpersonal skills • Planning and organising • Results driven and commercial outlook 	<ul style="list-style-type: none"> • Analytical thinking • Technical and professional expertise