

Job Title: Brand Refresh Manager
Reporting to: Head of Brand and External Communications
Directorate Fundraising, Brand and Communications, Community Engagement Network
Direct Reports: 0

Job Band: Band 2
Team Brand and Communications Team

Job Summary

We are at an exciting time at St John Ambulance - one of England's most popular charity brands is undergoing a refresh so that our purpose and impact is front and centre of our work.

Reporting to St John Ambulance Head of Brand and External Communications, you will manage the delivery of the charity's brand evolution, taking our newly developed brand strategy through creative development, internal embedding and preparing for external roll out, and brand activation campaign.

As someone who has experience in managing a brand refresh or rebrand in a large, complex organisation, you will know exactly what you need to deliver in all stages of a brand refresh - managing creative and research agencies, working with multiple stakeholders, aligning with other priority projects, preparing roll out and activation and engaging the whole organisation so that by launch date we already have thousands of brand ambassadors!

You will be a skilled planner and able to communicate and influence effectively with stakeholders of all levels. You will form strong relationships across St John's networks/directorates, and effectively bring stakeholders together from multiple teams to: understand ownership and accountability of deliverables, solve problems together and to ensure successful delivery of the projects agreed deliverables.

Key Responsibilities

- Create robust programme / project plan, key milestones, resource plan, financial estimates, identify risk and mitigation and escalation points for the brand refresh project
- Identify internal and external project dependencies. Ensure that this project is aligned with other significant organisational projects, for example our organisational strategy development and roll out, and website platform migration and volunteer engagement strategy.
- Establish, manage and attend meetings of the brand steering group of senior leaders (including Trustees, CEO, network leads and directors) to report progress, budget, risks and issues, agree owners and actions for all programme / project risks to ensure successful delivery.
- Influence and advise senior stakeholders on the best course of action. Make robust recommendations to help them make decisions swiftly, informed by evidence and for the project to stay on a tight schedule.
- Advise and assist relevant senior stakeholders with developing business cases and option papers in support of the successful delivery of the brand refresh for their function.
- Manage the creative development of the brand based on our new brand strategy, which will be delivered by external agency/agencies - from scoping and briefing through delivery and approval by the brand steering group and CEO. Manage third party suppliers (for example, creative and research agencies) manage risks, issues and budgets.
- Work closely with the strategy team, internal communications, people and culture and EDI teams, assisting them with information and tools to deliver updates and training to embed brand values and behaviours with our people, alongside our organisational strategy communications programme in 2025 and in preparation for the visual brand roll out in 2026.

- Manage internal consultation during the creative brand review and development process – for example leading workshop and organising surveys for internal and market testing. Keep internal teams across the organisation and volunteers involved, excited and prepared for the change.
- Ensure that all staff and volunteers have the tools and guidance to articulate the brand verbally and visually across their areas of work – from supplies packaging to volunteer packs, workplace training to recruitment.
- In conjunction with the Project Sponsor (Director of Fundraising and Communications) and Head of Brand, communicate the vision, benefits, progress and outputs of the brand refresh across the organisation to garner support and buy-in. Review, plan, prioritise and manage the delivery of updating all brand touchpoints and assets, including buildings, in time for the roll out from mid-2026, ensuring the best possible use of the charity's money in doing so.
- Scope and plan our multi-channel brand activation campaign in 2026/27.
- Produce timely management information, reports, presentations for different internal audiences – to update on progress, help decision-making or inspire engagement.

Important things you need to know about this job

- This is a one year fixed term contract. You will be expected to work from our London office in Farringdon a minimum of one day a week.

Our Values and Commitment to Equality, Diversity and Inclusion

- Our Values spell HEART which stands for Humanity, Excellence, Accountability, Responsiveness and Teamwork.
- Everyone who works at St John needs to be familiar with the HEART values and exemplify them.
- We are committed to being an organisation that is inclusive and welcoming of individual differences while championing equality of treatment and opportunity.

Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level or equivalent (Grade C / 4) including Maths & English, minimum 5	✓	
Qualification in relevant discipline – brand, marketing communications, campaigns		✓
Evidence of continuous professional development in the area of charity brand marketing		✓
Experience		
Significant number of years experience of working in a marketing, brand or communications leadership role	✓	
Proven track record of managing an end-to-end rebrand or brand refresh through to successful launch in a large and complex organisation	✓	
Proven track record of planning and managing the delivery of significant cross channel brand marketing campaigns	✓	

Experience of directing and motivating cross-functional teams/steering groups, facilitating large sized meetings and workshops with stakeholders	✓	
Experience of developing and presenting KPIs, reports, presentations	✓	
Experience of working effectively with multiple stakeholders at different levels including C-suite leaders	✓	
Experience of managing third party suppliers from procurement/selection, to project delivery, at agreed time, cost and quality.	✓	
Experience of aligning brand projects with other significant, interdependent projects	✓	
Skills, knowledge and abilities		
Commitment and ability to advocate for the strategic importance of brand strategy in delivering impact and income for charities	✓	
Ability to motivate, influence and constructively challenge colleagues including senior leaders, where appropriate.	✓	
Ability to build and maintain strong relationships across the organisation and with external parties	✓	
Strong organisation and planning skills with the ability to manage projects, resources, priorities and deliverables to tight deadlines	✓	
Confident and effective communicator (both written and verbal) across all levels of the organisation including C-suite	✓	
Attention to detail and the ability to articulate complex ideas/concepts to stakeholders.	✓	
Ability to anticipate, prioritise and resolve issues using problem solving and analytical skills	✓	
Well-developed interpersonal skills, leading by example and exercising good judgment and decision making	✓	
Understand brand performance and measurement metrics	✓	
Budget management (at a significant level)	✓	
Ability to work under pressure, maintaining composure and professionalism at all times in a fast-paced environment	✓	
Quickly grasp how to navigate and get decisions made in a complex, networked organisation	✓	
Essential skills, knowledge and abilities – all Managers		
Role model a values-driven approach	✓	
Be open to feedback and the learning that comes from it	✓	
Be prepared to take action when poor behaviour is observed	✓	
Be willing and able to exemplify the HEART values	✓	
Be able to use MS Office products at intermediate level	✓	
Champion and exemplify compassionate leadership and St John values	✓	
Engage, involve and empower St John People in problem-solving and improving the organisation	✓	
Actively promote diversity and a variety of perspectives across the organisation	✓	
Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder	✓	

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: [DS]

Date of preparation: [01/04/25]

Job Approved Date: [Date approved by Job Approval Panel]	Version: (1 of 1) [Iteration of Job Description]
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