

## JOB DESCRIPTION

<b>Job Title:</b>	Brand and Content Officer
<b>Department:</b>	Policy, Communications and Research
<b>Reports to:</b>	Head of Communications
<b>Role type:</b>	Permanent, Full Time
<b>Location:</b>	London-based
<b>Salary :</b>	Circa £31,000 per annum, plus competitive benefits

### OVERALL PURPOSE

To promote the work of the Foundation and the charities we support to address complex social issues by creating dynamic, engaging and effective content (copywriting and design) that builds on our recently refreshed brand.

You'll be expected to contribute and implement creative ideas within a busy and high-functioning Communications team and to help offer innovative solutions to comms requests both internally and externally. You'll take content creation from inception to delivery, writing copy and developing design ideas within in a team, and liaising with suppliers to get our printed and digital assets ready for use at events or through our communications channels. You'll work collaboratively with others to undertake and support all internal and external communications activities as required, including responding to ad-hoc enquiries and coordinating a collection of charity case studies to showcase the Foundation's impact.

As a leading corporate Foundation, determined to better support charities and tackle some of society's most complex social issues, you'll help us to raise the bar - finding creative ways to communication our own practice so that we can shape that of others. For more information on the Foundation and our work please see:

[www.lloydsbankfoundation.org.uk](http://www.lloydsbankfoundation.org.uk)

### CORE RESPONSIBILITIES AND ACCOUNTABILITIES

- Write clear and engaging copy for internal and external audiences
- Draft, design and edit materials for staff, partners and charities, including newsletters, documents, posters, flyers and digital tiles, using design tools e.g. Canva, Adobe In Design etc.

- Draft and edit content for our website and uploading using Umbraco CMS system
- Act as a 'brand guardian' to ensure guidelines are adhered to and colleagues are supported to use branding and house style across slideshows or branded documents
- Manage print suppliers for a wide range of collateral
- Develop a professional and consistent approach to story-gathering, and work with colleagues across the foundation to identify, coordinate and collect a pipeline of interesting case studies that capture the breadth and depth of the Foundation's work
- Work together with colleagues across the Communications team and the wider Foundation to plan and co-manage multi-channel campaigns with other Communications officers
- Together with the other Communications Officers ensure all administrative requirements of the team are managed and delivered
- Liaise with key external stakeholders and contacts including charities funded by the Foundation, the staff of Lloyds Banking Group and external suppliers
- Keep up to date on relevant issues/policies affecting the Foundation and its work

## KEY SKILLS, COMPETENCIES AND EXPERIENCE

- Relevant experience working in a busy Communications function or creative agency with specific responsibility for brand and content management
- A passion for storytelling through copywriting and visual design work
- Excellent editorial skills and design skills including experience of developing online for use across multiple channels
- Well-developed IT skills including all major programmes including Canva, Adobe Photoshop and InDesign
- An eye for detail and proofing, and strong typography and retouching skills
- A willingness to flex between tasks, e.g. artworking a report or brainstorming for a new campaign concept
- A professional manner, and ability to establish effective working relationships with staff and others we work with
- Ability to manage their own work in a number of streams at the same time, delivering on deadline and on budget
- A great attitude, and an instinct for taking initiative, making suggestions and working as part of a flexible and responsive team that is constantly seeking to improve
- Some knowledge, understanding or experience of the voluntary sector, ideally with charities tackling complex social issues and/or of working with vulnerable individuals
- Commitment to equal opportunities and to tackling disadvantage and willingness to uphold the Foundation's values in all areas of work
- Willingness to travel across England and Wales