

Brand Marketing Manager

NEW POST

Reports To: Head of Marketing and Communications

Team: Marketing & Communications

Location: Dunfermline / Hybrid – with regular travel across Scotland

Hours: 35 hours per week

Salary: Band 8

Overall Purpose of the Role

The Brand Marketing Manager leads the delivery of the Scottish SPCA's brand strategy, turning a refreshed brand and a bold prevention ambition into one integrated marketing plan that works hard across paid, owned and earned channels. This is the role that takes our brand to market, and makes sure everything we do looks, sounds and feels unmistakably ours.

The role owns our digital marketing as a core area of work - website, email, paid and organic social and marketing automation - alongside brand and content. Leading the marketing, digital and design specialists, the Manager connects a big brand ambition to the campaigns supporters actually see, and to the awareness, engagement and income the charity needs.

Key Responsibilities

Brand strategy & delivery

- Lead the delivery of the brand strategy, turning brand positioning and our prevention narrative into a clear, integrated marketing plan.
- Act as guardian of the brand, ensuring it is applied consistently and creatively across every channel and touchpoint.
- Take the refreshed brand to market, driving the shift in public perception the prevention strategy requires.

Integrated campaigns

- Plan and deliver integrated brand and content campaigns across paid, owned and earned channels.
- Own the marketing calendar and ensure campaigns are coordinated with fundraising activity.
- Manage marketing budgets and agencies to clear performance targets.

Digital ownership

- Own digital marketing as a core area of work: website, email, marketing automation, paid media and organic social.
- Set the digital roadmap and channel strategy, making sure the online supporter journey works end to end.
- Track results and optimise, working with Campaigns & Optimisation on shared reporting.
- Ensure all marketing and digital activity meets data protection (GDPR) and payment security (PCI-DSS) requirements, working with the data and finance teams.

Brand & content

- Bring the brand to life consistently across all channels and touchpoints.
- Oversee content planning so our storytelling is planned, purposeful and on-brand.

Team leadership

- Lead and develop the Digital & Social Media Officer, Marketing & Brand Officer and Graphic Designer.

Person Specification

The following sets out what we are looking for. We welcome applicants who meet the essential criteria and are excited to grow into the rest.

Education & Qualifications

Essential

- Educated to a good standard, or with equivalent professional experience.

Desirable

- A marketing, brand or digital marketing qualification (e.g. CIM).

Experience & Job Knowledge

Essential

- Experience of developing and/or delivering a brand strategy, or of taking a brand to market.
- Experience of planning and delivering integrated marketing campaigns across paid, owned and earned channels.
- Experience of owning digital marketing channels - website, email, paid and organic social.
- Experience of managing budgets, agencies and channel performance.
- Line-management experience.

Desirable

- Experience of a brand launch or repositioning.
- Experience of marketing automation or CRM-led marketing.

Job Related Skills / Competencies

Essential

- Strong brand and creative judgement, with the discipline to deliver a strategy through a plan.
- Confident across digital channels, analytics and marketing metrics.
- Excellent campaign planning and project management.

Desirable

- Knowledge of paid media buying, SEO and analytics tools.
- Working knowledge of GDPR / data protection and PCI-DSS as they apply to marketing and digital.

Personal Attributes

Essential

- A genuine passion for animal welfare and a real commitment to our purpose to rescue, protect and lead.
- A warm, collaborative colleague who builds trust and brings people with them.
- Resilient and calm under pressure, with sound judgement in sensitive or high-profile situations.
- Curious and open to learning, comfortable with change and always looking to improve.
- High personal integrity, discretion and a strong sense of accountability for their work.

Desirable

- A supporter-first mindset, always asking how a decision feels from the other side.
- Comfortable using data and evidence to shape decisions and tell a story.

Additional Relevant Criteria

Essential

- A commitment to the Scottish SPCA's values and to inclusive, respectful working with colleagues, volunteers and supporters.
- Willingness to travel across Scotland and to work occasional evenings or weekends for key events, campaigns or media moments, with notice.
- Eligibility to live and work in the UK.

Desirable

- A full UK driving licence and access to a vehicle for work travel.
- An understanding of the animal welfare, charity or not-for-profit sector.