**About the role**

|  |  |
| --- | --- |
| **Role**  Brand Manager (FTC) | **Location and hours**  London, 35 hours, three days in the office |
| **Band**  3 | **Salary** |
| **What you’ll be doing**  Join our dynamic Brand team at Motability Operations, where we're establishing modern, innovative brands and solutions to keep our customers (disabled people) moving. We're seeking a dynamic and visionary Brand Manager to join our team on a 12-month fixed-term contract to own the management of both our corporate (Motability Operations) and customer (Motability Scheme) brands.  You’ll be helping to shape brand definition, ensuring consistent application across all brand touchpoints and communicating these updates with all areas of the business. You’ll be instrumental in evolving and protecting our new brand identities to meet the changing needs of our business, stakeholders and industry.  Content has become more essential than ever at MO. So we’re setting up a brand-new Creative Studio within the Brand team to transform our brand storytelling and design. You’ll work closely with Creative Studio team to lead the rollout of the brand-new Motability Scheme brand, with a core focus on our digital channels to support our digital adoption strategy. You’ll be supported by our Project Manager and Brand Executive.  At MO, we’re all about supporting our people. You’ll work closely with our People team to embed our purpose, values and behaviours across our business to unite our people behind our shared beliefs. | |
| **About you**  We're looking for someone with a proven track record in managing and evolving brands with experience in both B2C and B2B brands. You'll be a master of your craft, with a strong brand management background, coupled with excellent communication, presentation and PowerPoint skills.  To excel in this role, you'll need to be a strategic thinker with a flair for generating innovative ideas that align with our business objectives. You'll thrive in a fast-paced environment, with great project management skills, remaining calm under pressure while maintaining a keen attention to detail.  Your ability to build strong stakeholder relationships, understand their needs to deliver on-hand brand support and navigate complex challenges will be crucial to your success.  If you're a passionate and motivated self-starter with a vision for brand excellence, we want to hear from you. Join us at MO and help us drive positive change through the power of creativity. | |
| **Minimum criteria**  You’ll need all of these.   * Experience in delivering brand strategy and visual identity rollout across an organisation with experience working in a brand manager role * Experience delivering a successful digital brand rollout * Management experience * Using strategic market and data insights to define brand strategy, positioning, and associated messaging * Leading on creative development to deliver on brand objectives and managing design, copy and marketing agencies * Achieving targets/results, focused on organising and bringing people and resources together to achieve objectives * Exceptional written and spoken communications skills * A keen eye for detail and excellent copy-editing skills * Ability to work effectively with many different external and internal stakeholders * Excellent budget management skills   **Who you’ll be working with** | |
| You’ll be a part of the Brand Team, reporting to the Senior Brand Manager. We’re focussed on building clarity and consistency for our brands to support the evolving corporate and customer propositions. The brand team is part of the Marketing team, reporting to the Head of Marketing, within the Chief Marketing Officer’s division.  Working collaboratively with all parts of the organisation, you’ll have the opportunity to enhance our brand management process, to build trust and confidence in Motability Operations. | |
| **We’ll check these**  N/A | |
| **We’re Motability Operations** | |
| **About us** We’re the company behind the Motability Scheme. We exist to deliver smart, sustainable solutions that improve our customers’ mobility in a fast-changing world. We’re the UK’s largest car leasing company and we help over 750,000 people get on the road.  We employ over 1800 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs. | |
| **What we do**  We lease a wide range of tailored mobility solutions to people who receive of one of the Government’s qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We take care of their insurance, breakdown, servicing and more, as part of our worry-free package.  At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move around 200,000 cars. This makes us the largest supplier of single-source vehicles back into the used car market.  The Scheme has been providing affordable, worry-free motoring for over 45 years. We pride ourselves on delivering outstanding customer service, with an independent customer satisfaction rating of 9.6 out of 10. | |
| **How we work**  We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](https://www.motabilityoperations.co.uk/careers/) to find out more.  We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.  **Our beliefs and values**  We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply.  We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.  Our values are at the heart of everything we do:   * We believe no one should be left behind à We find solutions * We believe we must take the lead à We drive change * We believe everything starts with the customer à We care | |
| **What we can offer you**   |  |  | | --- | --- | |  | **Pay**: competitive salary, with a yearly discretionary bonus, based on your performance | |  | **Holiday**: 28 days, and you can buy and sell days | |  | **Pension**: 15% non-contributory pension (9% during probation) | |  | **Health and wellbeing**: Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme | |  | **Development**: A library of internal training on our myLearn platform | |  | **Family friendly**: We have competitive family leave policies | |  | **Diversity and inclusion**: We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access | |  | **Helping our community**: One volunteering day each year, and access to volunteering platform Neighbourly | |  | **Schemes**: Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers | |  | **Other, voluntary benefits**: charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office | | |