

ASSISTANT BRAND MANAGER JOB DESCRIPTION

LOCATION	London	
JOB PURPOSE	<p>Working under the direction of the Group Head of Brand, this role will assist Nord Anglia Education's marketing strategy, campaigns and events. The role is focused on supporting the development and implementation of marketing initiatives to raise awareness of Nord Anglia Education brand and core proposition.</p> <p>The role will also focus on the quality and consistency of execution, both globally and regionally, to ensure that the USP, visual identity and Nord Anglia Education brand campaign messages are reflected across all touch-points and collateral.</p>	
REPORTING TO	Group Head of Brand	
DIRECT REPORTS	N/A	
OTHER KEY RELATIONSHIP	<i>Internal</i> <ul style="list-style-type: none"> ▪ Central Marketing, Admissions and Communications Team, ▪ Regional Directors of Admissions and Marketing ▪ Regional Heads of Marketing ▪ Directors of Admissions and Marketing in our schools ▪ Marketing Managers in our schools 	<i>External</i> <ul style="list-style-type: none"> ▪ Brand / Marketing Agencies

KEY RESULT AREA	MEASUREMENT OF PERFORMANCE
Engagement and Interaction	
<p>Provide appropriate coaching and best practice sharing to school MAC representatives as needed.</p> <ul style="list-style-type: none"> ▪ Contribute regularly to team discussions. 	<ul style="list-style-type: none"> ▪ Employee performance review rating(s) ▪ Team feedback

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Operational Expertise	
<p>Drive quality and consistency of execution across our family of schools.</p> <ul style="list-style-type: none"> Act as a NAE brand guardian ensuring the asset management tool is up to date at all times. Ensure that global toolkits and templates are used at all times. Develop exemplar admissions and marketing materials for our schools and provide implementation guidance for schools, focused on: <ul style="list-style-type: none"> Clear visibility of brand visual identity within our school buildings. Clear visibility of marketing campaigns in our digital presence. Clear visibility of marketing campaigns in our printed collateral. <p>Support the MAC integration and transition plans of newly acquired schools from a brand marketing perspective.</p> <ul style="list-style-type: none"> Support the team with the implementation of brand transition plans to ensure smooth transition to the Nord Anglia Education family of schools for new builds and acquisition. Develop integration packs aligned to brand visual identity and the global marketing calendar - allowing new builds and acquisitions to maximise the benefits Nord Anglia. 	<ul style="list-style-type: none"> Development of toolkits and guidelines Annual table-top review across schools to check brand consistency Effective integration of new schools into the Nord Anglia Education family
Professional and Personal Development	
<p>Take a proactive approach to personal development planning using company toolkits and procedures as appropriate.</p> <ul style="list-style-type: none"> Take ownership for personal development and work with Group Head of Brand to develop and implement a focused and straightforward Personal Development Plan. Take ownership for requesting feedback from others in a timely fashion. 	<ul style="list-style-type: none"> Positive performance appraisal

<ul style="list-style-type: none"> Provide both constructive and appreciative feedback both unprompted and when asked. 	
PERSONAL SPECIFICATIONS – Skills, Knowledge and Experience	
<ul style="list-style-type: none"> Bachelor's degree in a relevant field. 2+ years' experience in communications or marketing related positions (agency or client side). Up-to-date with the latest trends and best practices in marketing and measurement. Digital and social media savvy. Hands-on approach to delivery. Highly creative with ability to think out of the box. Ability to work to tight deadlines. Excellent interpersonal skills. Strong project management skills. Strong aesthetic eye in evaluating collateral – both in terms of design and in terms of driving effective behaviour change. 	Essential
<ul style="list-style-type: none"> Affinity with and desire to work in education sector. Knowledge of the Adobe Creative suite (Photoshop, Illustrator, InDesign). 	Desirable
Personal Attributes	
<ul style="list-style-type: none"> High levels of personal integrity Conscientious and able to focus on completing work to a consistently high standard Flexible and positive approach to work Excellent organisational and time-management skills; high attention to detail Ability to work to tight deadlines and able to prompt others to ensure deadlines are achieved Adaptable to working in a fast paced, ever-changing environment Ability to work under pressure and remain calm Proactive and willingness to take on multiple tasks Self-motivated and enthusiastic Ability to work independently Must be a team player, willing to help and be flexible Continually strive for improvement 	
Other	

- Hold a current Enhanced Criminal Records Bureau Disclosure or equivalent for countries lived in outside of the UK.
- Compliance with visa requirements for working in [Location].
- A commitment to safeguarding and promoting the welfare of all pupils. And the willingness to undertake appropriate child protection training when required.

PHILOSOPHY AND VALUES

We are ambitious for our students, our people and our family of schools. We believe that:

- There is no limit to what every person can achieve.
- Creativity and challenge help us get better every day.
- Learning should be personalised.
- Unique global opportunities enhance the learning experience.

The NAE Commitment

At Nord Anglia Education, we work every day to inspire our schools, our students and our employees to be the best they can be, and we are ambitious for them all to achieve more than they thought possible in their personal, social and academic endeavours. Within our family of schools, this aspiration is underpinned by a commitment to always act with **respect, integrity, openness, courage and ambition**. These qualities are the foundation of how we approach our work and roles within NAE and are shared by everyone in our global family.

Promotes and embodies *The CORE 7 Leadership Capabilities*:

- **Accountable** – Establishes a high performing culture and accepts accountability for organisational performance.
- **Strategic** – Leads opportunity and is committed to continuous improvement aligned with the organisational vision and direction
- **Collaborative** – Works collaboratively with others to achieve organisational outcomes
- **Entrepreneurial** – Creates organisational value for diverse stakeholders and achieves commercial success
- **Enabling** – Drives excellence through valuing and developing others
- **Agile** – Achieves personal and organisational success within a changing, dynamic and complex environment
- **Resilient** – Demonstrates personal resilience within a demanding environment of high expectations

- Role-model the 'Be Ambitious' philosophy each day
- Feedback as a valued member of the team and the wider organisation

Dear Applicant,

Nord Anglia Education is the world's leading premium international schools organisation. Our 56 international schools are located in China, Europe, Middle East, Southeast Asia and the Americas. Together, they educate more than 51,000 students from kindergarten through to the end of secondary education. We are driven by one unifying philosophy: we are ambitious for our students, our people and our family of schools.

Each Nord Anglia Education school is unique in character and tailored to meet the needs of their specific location. However, our schools are also united by the quality education they offer, the excellence of the student experience and the dedicated staff and management in our schools.

Most of the Nord Anglia schools benefit from our performing arts collaboration with The Juilliard School as well as our Global Campus, which offers unique global experiences for students at every age. Many of our schools will also benefit from our new approach to teaching STEAM subjects (science, technology, engineering, arts and maths) through our collaboration with the Massachusetts Institute of Technology (MIT). Our goal as the leading international schools organisation is to provide an education so that students can succeed academically, socially and personally.

Our schools educate students from pre-school to the end of secondary education. Curricula taught in our schools include the English National Curriculum, International Baccalaureate, American Curriculum, Swiss Curriculum, French Curriculum and Shanghai National Curriculum.

We have a global community of over 10,000 teachers and staff, working in 56 schools located in 27 countries around the world supporting our students' learning. Together, we educate over 51,000 students globally from the ages of 2 to 18 years old.

Our students come from a wide mix of backgrounds and cultures and a typical school may have up to 60 different nationalities. A Nord Anglia Education student benefits not only from the richness and expertise within their own school environment, but also from other schools across the Nord Anglia Education family through our Global Campus. Similarly, our teachers can interact with fellow teachers around the world through Nord Anglia University, our bespoke online platform designed by teachers for teachers to provide unrivalled professional development opportunities.

Although our schools are non-selective, year on year our students' academic achievement exceeds global averages across every key stage. On average, our students' score almost four points above the global average in their IB Diploma, and one in three students goes on to study at one of the world's top 100 universities.

Our schools are amongst the most respected premium schools in their markets and are a very popular choice for parents.