

Position: Senior Brand Manager

Location: TCF Head Office- Type: Full-Time

Role Overview:

Senior Brand Manager will be leading the Content, Design, and Videography team at The Citizens Foundation (TCF). As a pivotal figure within TCF's dynamic environment, you will shape and elevate TCF's brand identity through impactful visual storytelling and communication strategies. The role is to oversee the creation and execution of compelling content, visually striking designs, and engaging videos that reflect TCF's mission and resonate with our diverse audience. Lead a talented team of creative professionals, collaborate with cross-functional departments and global partners, and ensure that TCF's visual identity is consistently represented across all channels resonating with diverse global audiences.

Key Responsibilities:

- 1- Strategic Vision: Drive TCF's brand strategy through innovative visual communication, demonstrating a deep understanding of TCF's mission and global context.
- 2- Global Impact: Shape TCF's international visual presence by ensuring consistency in visual identity across diverse media channels. A deep understanding of global communication nuances and the capacity to make an international impact.
- 3- Cross-functional Collaboration: Collaborate with various departments and global partners to ensure the visual representation aligns with TCF's mission and values.
- 4- Campaign management:

Content Strategy and Creation:

- Develop and implement a comprehensive content strategy that aligns with TCF's brand identity and objectives.
- Oversee the creation of written content, visual assets, and multimedia content, including blog posts, social media posts, infographics, and more.
- Ensure that content is compelling, relevant, and speaks to the needs of our target audience.

Design and Visual Identity:

- Lead the design team in creating visually impactful materials, including marketing collaterals, digital assets, event materials, calendar and annual reports.
- Uphold TCF's visual identity guidelines and ensure consistency in design elements across all touchpoints.

Videography and Video Production:

- Conceptualize and produce high-quality videos that tell TCF's story, showcase its impact, and support fundraising efforts.
- Oversee the entire video production process, including script development, storyboarding, filming, editing, and post-production.

5- Team Management:

- Provide strong leadership to the content, design, and videography team, fostering a collaborative and creative work environment.
- Set clear objectives, conduct performance evaluations, and support team members' professional development.

6- Cross-Functional Collaboration:

- Collaborate closely with internal departments and programme teams to align content and visual strategies with organizational goals.
- Ensure that the content and designs effectively support campaigns, fundraising initiatives, and programmatic activities.

7- Brand Monitoring and Analysis:

- Stay informed about industry trends, best practices, and innovative storytelling techniques to enhance TCF's content and visual storytelling efforts.
- Analyze performance metrics, user feedback, and market research to make data-driven decisions for continuous improvement.

Requirements:

- Masters & Bachelors in Marketing, Communications.
- Proven experience in content creation, design, and video production, with at least 10 years of experience in a senior role.
- Strong creative vision and storytelling skills, with a keen eye for detail and aesthetics.
- Excellent project management and organizational skills, with the ability to prioritize and manage multiple projects simultaneously.
- A deep understanding of branding principles, visual identity, and content strategy.
- Passion for TCF's mission and a commitment to creating positive change through storytelling and visual communication.