Brand Manager

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| **Budget:** |  | **Function:**  | S&M (Brand) |
| **Line Manager:** | Head of Brand | **Direct Reports:**  | 0 |
| **Our Vision** |
| Simplyhealth is a 150-year-old business with an amazing heritage and history of changing healthcare in the UK. It is continually modernising, as reflected by our B-Corp status; something that is very important to our customers and to our people.With an ever-increasing strain on the NHS, and a cost-of-living crisis, the products that Simplyhealth offer are needed more than ever before. But Simplyhealth have bigger ambitions than that. We want to improve access to healthcare for everyone in the UK – we are not just about the wealthy who can afford to go privately, we want to democratise healthcare in terms of cost but also accessibility to ensure that as many people as possible, can access the healthcare they need. Specifically, we want to improve access to healthcare for all in the UK to: lead your best life, prevent you from getting a disease you’re at risk of, access the best in care (digital where possible, physical where necessary), and manage your long-term condition.To achieve this, we are embarking on a radical transformation to deliver this ambitious goal. With a trusted brand and a strong heritage in healthcare, we think we are uniquely placed to help change the landscape of healthcare in the UK. |
| **Your Role** |
| The Brand Manager is a key member of the Brand Team, who are responsible for shaping and delivering a compelling brand strategy that enhances awareness, consideration, and reputation of the Simplyhealth and Denplan brands, aligned to Simplyhealth’s objective of improving access to healthcare for all in the UK.As Brand Manager you will lead the development and execution of comprehensive brand strategies that align with our business objectives and be a guardian of our brands. Your responsibilities will include overseeing and delivering brand campaigns, ensuring brand consistency across channels, and collaborating with cross functional teams to deliver brand growth and market share. You will leverage insights and market trends to inform decision making, manage budgets effectively and mentor junior team members to foster a high-performing brand function.  |
| **Your Responsibilities & Accountabilities:** |
|  Brand Strategy and Management * Support the Head of Brand in evolving and delivering brand strategy
* Embed brand values, tone of voice and visual identity across channels
* Lead on brand initiatives including refreshes and strategic projects

**Campaign Development, Planning and Execution:*** Develop and implement a campaign strategy aligned with overarching brand and business objectives
* Brief and interrogate large scale paid media plans e.g. audience analysis, channel strategy, budget splits, proposed partners and formats
* Develop and execute engaging and impactful brand assets across agreed channel plan, e.g. digital, social media, print, events – to achieve specific awareness and consideration objectives
* Manage campaign budgets, resources and timelines, ensuring effective and efficient delivery
* Analyse campaign performance and provide insights to inform future campaign development

**Brand Story & Campaign Integration:** * Collaborate with other marketing teams to ensure consistent brand messaging and brand story across all communication activities, and meets audience needs.
* Develop and maintain brand guidelines and templates to ensure consistent brand application.
* Provide brand expertise and support to other teams as needed.
* Coordinate the production of high-quality content, such as social media posts, email marketing assets, advertisement and promotional materials.

**Performance Measurement and Reporting*** Track and analyse campaign performance using relevant metrics and tools (putting in place additional tools tracking where required), providing insights and recommendations for improvement.
* Prepare regular reports on campaign outcomes, highlighting successes, challenges, and lessons learned of a standard to be shared with Exco and Board.

**Collaboration and Stakeholder Engagement*** Partner with internal teams, including product, sales, and customer service, to ensure campaigns align with broader business initiatives.
* Maintain strong relationships with external agencies, vendors, and partners to drive campaign and brand success
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| **Key Connections:**  |
| * Reports to: Head of Brand & Reputation
* Collaborates with wider Brand and Marketing team, Sales, Product, Customer Service, Compliance (FinProms), Finance, Sales and Marketing Director
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| **Key Experience, Knowledge and Expertise** |
| * Extensive brand experience, including brand strategy development, preferably within the healthcare or (health) insurance sectors
* Strong experience in managing external creative and media agencies, including briefing, collaboration and performance evaluation
* Strong experience in planning and executing large scale, multi-channel brand campaigns, from both a creative and media perspective, including tracking and reporting
* Proficiency in digital marketing including social media and programmatic advertising
* Excellent project management skills, with the ability to handle multiple projects and deadlines simultaneously
* Strong measurement experience – from brand tracking through econometrics
* Ideally experienced in B2B marketing

**Personal Attributes*** Creative and innovative thinker with a passion for storytelling and design
* Results-oriented, with a focus on driving measurable outcomes.
* Collaborative and a strong team player, able to work across functions and build relationships.
* Detail-oriented, with a commitment to quality and consistency.
* Adaptable and resilient in a fast-paced, dynamic environment.
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| **Our Values** |
| Health and access to healthcare have never been more important. With this comes endless exciting possibilities for innovation and growth. The market is evolving quickly, so we need to ensure our customers have access to the leading-edge health solutions they expect and deserve, now and for generations to come. **We’re living in extraordinary times…**By reinventing ourselves, we will reach more customers, giving them increased access to affordable healthcare and unlocking our growth potential. This next chapter is about transformational change for us.**This is our time to survive, drive and thrive…**This is our chance to get ahead and stay ahead. We will ensure our commercial success by moving into new areas of healthcare, and leading with preventative, breakthrough solutions. We will use innovative digital tools, embracing technology to create new partnerships and opportunities. We are passionate about helping every generation lead better lives and get the care they need in real time. To make this a reality, we need to challenge our ways of working, whilst keeping the customer at the heart of everything we do. To *really* make a difference, it’ll take every single one of us across Simplyhealth to step up. **Our cultural movement...**To act with **courage and curiosity**, so we can unlock the opportunities to help customers, colleagues and communities. To operate with **trust and kindness**, working alongside customers, delivering what they need to live their best lives, as well as supporting colleagues as they strive to be their best. Spotlight our passion for **All together healthier**, focusing on self-care and nurturing relationships. We must ensure we are a strong team - one that’s able to build healthier lives for all. We each have an important role to play in this next chapter. Everyone has the freedom to innovate and make a difference for our customers. We need to act at pace and take on newer, braver, creative approaches. We shouldn’t be afraid to fail fast and learn quickly. By being curious and continually pushing ourselves and each other, we will find new and better ways. |
| **Our Behaviours** |
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| Courage and Curiosity | Trust and Kindness | All Together Healthier |
| ***So we deliver profits for a purpose*** | ***Because our customers, colleagues and communities are at the heart of what we do*** | ***Enabling better health outcomes together*** |
| * We make bold decisions and take considered risks, with customer and commerciality front of mind.
* We make things happen and keep things simple.
* We always take the initiative and hold ourselves accountable for the delivery of great results.
* We ask questions and listen intently as every viewpoint and capability counts, and we have the courage to be honest and say what we think.
 | * We invest in relationships to build trust and rapport.
* We listen carefully always trying to find ways to add value.
* We treat each other with care, compassion and kindness, celebrating and embracing differences.
* We strive to make a difference in society, unlocking opportunities for those in need.
 | * We help every generation take control of their health.
* We start with self-care so we can show up at our best, every day.
* We are full of energy and pride in what we do. We focus on self-development to learn and grow, so we can stay up to date and add value.
* We innovate and collaborate on our best ideas. Together, we can drive the changes that are needed to help our business grow, and help our customers live their best lives.
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| * **We have a ‘smart working’ policy with flexible remote working. However, there may be a requirement to attend meetings at our Hampshire head office in line with government guidelines.**
* Some UK travel & overnight stays.
* Reasonable role and task flexibility expected given the seniority of the role.
* May be required to lead other business activities or projects in other parts of the Simplyhealth Group.
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