



Head of Brand

Hybrid (two days per week onsite), Park End Street and Hayes House, Oxford and Egrove Park, Kennington
Grade 8: £48,235 - £57,255 per annum including the Oxford University Weighting of £1,500 per annum
Permanent, full time (37.5 hours)
Saïd Business School, University of Oxford
Vacancy reference: 177469



The role

The Head of Brand is responsible for ensuring the School's brand is developed, communicated, and experienced consistently across all touchpoints. This role will lead the implementation of a newly created brand positioning strategy, working cross-functionally with internal teams to champion an innovative and engaging brand experience for students, executive clients, stakeholders, and colleagues. The Head of Brand acts as the lead brand guardian, ensuring all communications are aligned with the brand guidelines and resonate with key audiences. This position includes oversight of the internal Design team, agency relationships, and management of the brand budget.

Responsibilities

Brand Development and Strategy

- Work with the Marketing Director, Strategic Initiatives and Brand to embed the new brand positioning strategy, using data and insights to ensure the brand resonates with students, executive clients, and other stakeholders.
- Ensure the vision and strategy for brand experiences are clearly communicated and understood across the School and the wider community.
- Champion a student, executive client, and stakeholder experience that fosters brand advocacy and builds long-term loyalty to the School.
- Identify strategic brand partnerships that align with the brand's values and target audience, increasing brand visibility and credibility for the School.

Brand Guardianship

- Act as the lead brand guardian, ensuring that all communications, both internal and external, are on-brand, consistent, and focused on our customers, stakeholders, and employees.
- Own and develop the brand guidelines, regularly reviewing design, tone of voice, and

content guidelines to ensure innovative and world-class communications.

- Develop innovative ways in which to embed the brand guidelines across the School to ensure consistency of style, design and tone of voice across all mediums for internal and external communications.
- Plan and deliver brand briefings, workshops, and focus groups to ensure the brand's purpose and positioning are well-understood and supported across the School.
- Constantly review and measure the understanding of the brand guidelines across the School, looking for opportunities to share and educate.

Brand Initiatives

- Set the strategic direction for brand initiatives in conjunction with the Marketing Director, Strategic Initiatives and Brand.
- Assess existing and new initiatives against the marketing strategy to ensure they support the School strategy and commercial objectives.
- Lead on the delivery of brand initiatives with the support of the Marketing Initiatives Project/Campaign Manager.
- Evaluate the effectiveness of brand initiatives, reporting outcomes to the Director and CMO.
- Lead on the brand aspects and campaign for the launch and opening of the Global Leadership Centre in 2025/26 for Executive Education.
- Lead on the merchandise selections from a brand perspective for the School shop.
- Lead on the Art strategy for the School.

Cross-functional Collaboration

- Work across functions within the marketing team and other internal stakeholders to deliver the creative expression of the brand across



events, advertising, merchandise, and marketing collateral (newsletters, brochures, sales presentations, etc.).

- Collaborate with the Insight, Digital and Performance, Media and PR teams to ensure all digital campaigns, content, and activities (social media, blogs, website content, etc.) are on-brand in terms of design and tone.
- Provide expert input to Business Unit Campaign Managers and Student Services teams to ensure their campaigns and collateral are on-brand and of the highest quality.

Team and Supplier Management

- Lead and manage the Design teams, ensuring the successful delivery of effective and measurable brand campaigns in collaboration with Business Unit campaign teams and marketing delivery teams.
- Oversee relationships with brand and design agencies, freelancers and creative services suppliers conducting regular reviews to ensure objectives and results align with business priorities.
- Ensure consistency and best practice across preferred supplier processes and contracts, ensuring that all external partnerships meet brand and business standards.

Brand Experience Evaluation and Innovation

- Ensure that all brand experiences are measured, evaluated, and continuously improved across the School to maintain world-class standards.
- Identify opportunities for improvement in brand experience and communications, taking into account performance against service-level agreements (SLAs) and market changes.
- Work with the Audio Visual and Estates teams as well as external creative services suppliers to develop innovative brand experiences that engage and excite audiences at events and across campus.

- Track and analyse key performance indicators (KPIs) related to brand health, such as brand awareness, sentiment, and loyalty, to measure the effectiveness of brand marketing efforts.

Leadership and Stakeholder Engagement

- Develop and deliver presentations to senior management, Extended SMT and employees on the importance of the brand and the ongoing campaigns to promote it.
- Identify, train, and mentor brand advocates to promote the brand within the School and beyond, providing regular refresher sessions to ensure brand consistency and engagement.
- Act as the point of reference for complex, high-level brand-related queries and communicate key initiatives to stakeholders to engender inclusion across the University.

Budget Management

- Manage the budget for the Design team, ensuring effective use of resources and reporting on financial performance to key stakeholders.
- Ensure that all brand experience activities are delivered on time, within budget, and to the highest possible standard.

Demonstrating Saïd Business School Values

- Transformational: Lead the transformation of the School's brand experience, ensuring it engages and inspires students, executive clients, and stakeholders across all touchpoints.
- Respectful: Build strong, respectful relationships across the School and with external partners, ensuring the brand experience reflects the values of Saïd Business School and its community.
- Entrepreneurial: Innovate and develop new ways to express the brand, leveraging insights and creativity to engage and excite audiences while enhancing brand advocacy.



- Collaborative: Work closely with cross-functional teams to ensure the brand is consistently and effectively communicated across digital, physical, and experiential platforms.
- Purposeful: Ensure all brand activities are aligned with the strategic goals of the School, fostering a sense of purpose and connection among students, staff, and stakeholders.
- Excellence: Uphold the highest standards in brand communications, design, and experiences, ensuring that the School's brand is represented at a world-class level at all times.

Selection criteria

Essential selection criteria

- Significant experience of brand strategy, visual identity and marketing management with experience in developing purpose led brands that build strong emotional connections with their customers
- Experience of managing designers, design and brand agencies as well as event and production companies, audio visual contractors and suppliers
- A track record of building a brand through differing experiences and channels
- Strong project management and organisational skills with the ability to operate on a wide range of topics and projects at one time
- Experience of managing and inspiring direct and matrixed teams to deliver results
- Highly creative though structured thinker with strong attention to detail
- Process-oriented able to map out complex and interconnected activities
- Passionate about making a difference, pushing the boundaries and delivering amazing work

- An innovative thinker with a curious mind who is happy to challenge and be challenged
- Strong work ethic with considerable drive and enthusiasm
- Confident solving problems in a creative way
- Commercially aware and performance oriented with excellent communication, who can collaborate with colleagues at all levels of the School and communicate strategy in a clear, concise way
- Used to working with a diverse set of brand and marketing challenges
- Demonstrable experience of delivering presentations to senior internal and external stakeholders

Desirable selection criteria

- Degree educated
- CIM qualifications preferred
- Experience of working within the Education sector at a Business School, University or Higher Education Institution.

Pre-employment screening

Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated. You will also be asked to complete a health declaration so that you can tell us about any health conditions or disabilities for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at <https://www.jobs.ox.ac.uk/pre-employment-checks>.



About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford. For more information, please visit www.ox.ac.uk/about/organisation.

Saïd Business School

Saïd Business School blends the best of new and old. We are a vibrant and innovative business school, but yet deeply embedded in an 800 year old world-class university. We create programmes and ideas that have global impact. We educate people for successful business careers, and as a community seek to tackle world-scale problems.

We deliver cutting-edge programmes, including the highly regarded MBA, Executive MBA, a number of specialist MScs, a portfolio of custom

and open programmes and accredited diplomas for executives, and we undertake ground-breaking research that transform individuals, organisations, business practice and society. We are an international and outward looking School with our programme participants coming from more than 50 countries.

We seek to be a world-class business school community, embedded in a world-class University, tackling world-scale problems.

Sustainability

Saïd Business School is committed to the highest standards of environmental sustainability, preserving the planet for future generations and acting in a socially sustainable manner. As an employee you are expected to uphold these commitments in accordance with our Environmental Policy. You can learn more about our organisation's sustainability efforts at: <https://www.sbs.ox.ac.uk/about-us/school/sustainability>.

Diversity and Inclusion

Oxford Saïd is committed to fostering an inclusive culture which promotes equality, values diversity and maintains a working, learning and social environment in which the rights and dignity of all its staff and students are respected. We recognise that the broad range of experiences that a diverse staff and student body brings strengthens our research and enhances our teaching, and that in order for Oxford to remain a world-leading institution we must continue to provide a diverse, inclusive, fair and open environment that allows everyone to grow and flourish.

Oxford Saïd holds a bronze Athena Swan award to recognise advancement of gender equality: representation, progression and success for all.



Our Values

To better understand our Values, what behaviours demonstrate them and how they are involved in your everyday work we have created the below descriptors.

Transformational

We challenge constructively, provoke thought, and influence and inspire others to develop.

Respectful

We are caring, supportive, appreciative, embrace difference and value each other's opinions.

Entrepreneurial

We embrace and encourage change and innovation. We are creative, flexible and brave.

Collaborative

We are stronger together. We are inclusive, approachable, listen to others and value good communication.

Purposeful

We are a community who believe in sustainable growth, and are responsible, principled and transparent.

Excellence

We are professional, focused and aligned, and have a responsibility to do the very best we can.

Wellbeing

Saïd Business School acknowledge the importance of wellbeing, in enabling people to thrive at work and ensure a work-life balance. It provides a number of initiatives to help support wellbeing and would encourage you to participate. At an individual level, wellbeing means recognising what helps us remain resilient and taking appropriate steps. If we experience difficulties, doing our best to rectify them and making our line manager aware of aspects that they could support us with.

Further information about Saïd Business School is available at www.sbs.oxford.edu.

Social Sciences

Oxford Saïd is a department within the Social Sciences Division, one of four academic Divisions in the University, each with considerable devolved budgetary and financial authority; and responsibility for providing a broad strategic focus across its constituent disciplines.

The Social Sciences Division represents the largest grouping of social sciences in the UK: home to a number of outstanding departments and to the internationally ranked Law Faculty; all are committed to research to develop a greater understanding of all aspects of society, from the impact of political, legal and economic systems on social and economic welfare to human rights and security. That research is disseminated through innovative graduate programmes and enhances undergraduate courses. For more information please visit <https://www.socsci.ox.ac.uk>.



How to apply

Applications are made through our e-recruitment system and you will find all the information you need about how to apply on our Jobs website <https://www.jobs.ox.ac.uk/how-to-apply>.

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

As part of your application you will be asked to provide details of two referees and indicate whether we can contact them now.

You will be asked to upload a CV and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education or during career breaks (such as time out to care for dependants).

Please upload all documents **as PDF files** with your name and the document type in the filename.

All applications must be received by **midday** UK time on the closing date stated in the online advertisement.

If you currently work for the University please note that:

- As part of the referencing process, we will contact your current department to confirm basic employment details including reason for leaving.
- Although employees may hold multiple part-time posts, they may not hold more than the equivalent of a full time post. If you are offered this post, and accepting it would take you over the equivalent of full-time hours, you will be expected to resign from, or reduce hours in, your other posts(s) before starting work in the new post.

If you need help

Application FAQs, including technical troubleshooting advice is available at <https://staff.web.ox.ac.uk/recruitment-support-faqs>.

Non-technical questions about this job should be addressed to HR.Recruitment@sbs.ox.ac.uk.

To return to the online application at any stage, please go to www.recruit.ox.ac.uk.

Please note that you will receive an automated email from our e-recruitment system to confirm receipt of your application. **Please check your spam/junk mail** if you do not receive this email.



Important information for candidates

Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at <https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy>.

The University's Policy on Data Protection is available at <https://compliance.admin.ox.ac.uk/data-protection-policy>.

The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for very senior research posts at **grade RSIV/D35 and clinical equivalents E62 and E82** of 30 September before the 70th birthday. The justification for this is explained at <https://hr.admin.ox.ac.uk/the-ejra>.

For **existing** employees, any employment beyond the retirement age is subject to approval through the procedures <https://hr.admin.ox.ac.uk/the-ejra>.

There is no normal or fixed age at which staff in posts at other grades have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

Equality of opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.



Oxford Saïd Exclusive Benefits

Wellbeing initiatives

Oxford Saïd runs an annual Wellbeing Day for all staff. In addition to this, there is yoga, healthy food deliveries, health MOTs and a range of other ad hoc programmes. Our excellent catering facilities provide a high standard of food, including healthy eating and vegetarian options at a subsidised cost.

Staff Summer and Christmas parties

Oxford Saïd like to reward all of their staff for their great work and their Christmas and Summer parties are our way of saying thank you. The Christmas party is for all staff and the summer party is for staff and their immediate family members, because we know how important family is to all of us.

Employee Assistance provider

Health Assured is an employee assistance and wellbeing consultancy that works in partnership with the Business School to provide staff and their immediate family with a free 24-hour per day helpline providing confidential information and counselling services on personal issues.

University of Oxford Benefits

Annual leave

38 days (inc. public holidays). Long service additional annual leave – up to 5 days per annum, pro rata for part time employees. Previous service within higher education sector can be recognised. An additional scheme enables staff to request to purchase up to 10 additional days in each holiday year.

Salary and salary sacrifice schemes

The University salary and grading structure allows for annual incremental progression until a scale-bar point is reached. This incremental progression is automatic. Additionally, there are salary sacrifice schemes for bicycles and electric cars. See <https://hr.admin.ox.ac.uk/staff-benefits>.

Pension

If you are on an academic or academic related pay scale (grade 6 or above), you are automatically a member of USS. Employer contribution is 14.5% and Employee contribution is 6.1%.

If you are on a pay scale other than academic or academic related (grade 1-5) you are automatically a member of OSPS. Employee contribution can be between 4%- 8% and Employer contribution 10%-14%.

University discounts

All University staff can purchase a TOTUM discount card for £14.99 for 12 months (£24.99 for 2 years, £34.99 for 3 years) which gives access to numerous exclusive offers and discounts from many popular retailers. There are a wide range of other discounts from external companies available using a university card.

University Club

Membership of the University Club is free for all University staff. The University Club offers social, sporting and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room and swimming pool. See www.club.ox.ac.uk and <https://www.sport.ox.ac.uk/>.

Access to Oxford buildings

Free access to a number of Oxford colleges, Botanic Gardens, Harcourt Arboretum, Wytham Woods and discount at numerous restaurants/shops.





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www.sbs.oxford.edu

All information is correct at the time of going to press.

Please check our website for the most up-to-date information.

Saïd Business School, University of Oxford