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| Job title:  **Brand and Communications Assistant** | Responsible to:  **Grants and Brand Communications Manager** | Location:  **Whale Island, Portsmouth** |
| **About the Royal Navy & Royal Marines Charity**    The Royal Navy and Royal Marines Charity is the national charity of the Royal Navy. We recognise the demands placed on those who serve and their family members. It is the charity’s belief that while one person joins, the whole family serves.    Through grant awards given to ships and units who are deployed, post-service transition, family support and care in old age, the RNRMC is helping to create a world in which the sacrifice that our serving men and women have made, is recognised, no matter what. We provide a safety net for those who find themselves in immediate need; supporting counselling services, offering mental health provision and giving those who need the most basic of help, a roof over their heads and a hot meal.    We support all members of the Senior Service, all rates and ranks, full-time and reservist and their families from the day they join and for every day thereafter.    To support the charity’s strategic vision, there is an ongoing need to grow our digital presence among new and existing supporters by developing and curating compelling content via our social media channels and website. | | | |
| **Role**  The Brand and Communications Assistant will be a vital member of the Communications Team and will play a leading role in implementing the RNRMC’s visual identity across all relevant digital and physical collateral. This will include producing/updating fundraising and marketing materials and working with the Grants and Brand Communications Manager, key stakeholders and suppliers to ensure that RNRMC funded projects are branded appropriately.  The Brand and Communications Assistant will also play a key role in upholding the visual identity of the RNRMC internally by organising and maintaining a suite of visual assets and supporting staff with presentation and report design. There will also be a requirement to assist with internal communication delivery.  Strong organisation and record keeping skills will be essential, as the role will require multiple projects to be balanced simultaneously.  The post holder will need to be familiar with Adobe Illustrator and Photoshop and graphic design skills are desirable.  As part of a small team the post holder will also assist in the delivery of other Media and Communications activities as required. | | | |

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| **Key Responsibilities**     * Work with the Grants and Brand Communications Manager to deliver appropriate RNRMC branding for grants projects. * Be responsible for overseeing branding processes, such as liaison with grant recipients and material suppliers. * Create communications collateral and promotional materials. * Provide in-house design support to all staff. * Work with the Grants and Brand Communications Manager to redevelop brand guidelines. * Ensure that the RNRMC brand is used appropriately and correctly within the organisation and externally. * Organise and maintain the RNRMC’s digital suite of visual assets, including logos, photographs, videos and design templates. * Support the Grants and Brand Communications Manager in reporting on grants communication updates. * Help develop and deliver an effective internal communications system, so that updates between departments can be shared regularly and presented clearly. * Support staff with presentation layout and design using Powerpoint and Prezi. * Assist the Grants and Brand Communications Manager when creating video and photo content. * Provide support to the wider communications team when required. This may involve assisting with social media and other digital communications. * Assist with engagement activities at events and be an ambassador for the charity. |
| **Skills and Experience**   * Excellent organisation skills and able to manage multiple projects simultaneously. * An eye for effective visual content. * A good knowledge of Adobe Photoshop/Illustrator and digital imaging * Excellent IT skills and experience of using Powerpoint and Prezi (desirable). * Good oral and written communication skills. * Excellent attention to detail. * Experience in social media marketing (desirable). * A valid driving license and the willingness to travel on occasion, if required. |
| **Personal Specification**     * Ability to prioritise, manage a busy workload and multitask whilst managing to meet deadlines. * Self-motivated with ability to use initiative and make decisions within own area of responsibility. * Exceptional interpersonal and communication skills and able to confidently interact with a wide range of individuals. * Able to demonstrate a calm demeanor and adaptable approach to moving and changing priorities. * Effective team player who can make a positive contribution to the team and the wider charity. * Demonstrate empathy with the values of the RNRMC and must show potential and enthusiasm for increased responsibility as the charity grows. * Full commitment to equal opportunities, diversity in the workplace and the values of the RNRMC |