

# Head of Brand

**£60k - £70k**  
+ profit share



## Powerful brands for ambitious businesses

We are a brand-led, creative agency providing the perfect balance between strategy, creativity and delivery.

We create powerful brands for ambitious businesses, bringing brands to life through creative communications, environments and experiences that change the way that people think, feel and act.

Diverse clients including FTSE 100 companies, elite sports teams, global challengers, public bodies, academic institutions, entrepreneurial players and social enterprises choose to collaborate with us.

What we do helps businesses to grow and creates long-term value.

**[rbl-brandagency.com](http://rbl-brandagency.com)**

### Background

The agency was founded by Rebecca Battman in 2004 and she has used the title Head of Brand while leading on the vast majority of strategic branding projects that the agency has won. The time is now right for us to bring someone else in to take the day-to-day lead in this area, allowing Rebecca to focus on the strategic development of the agency and to nurture key client relationships as Managing Director.

Over the past 8 years rbl has established a diverse, high quality client base serviced by a team of 5 designers and 3 client services specialists.

We have ambitious plans for the future that will see us deliver brand strategy programmes, campaigns and communications for key clients that include: Birmingham 2022 Commonwealth Games, the NFU, Motorsport UK, Severn Trent, Innovate UK, Warwick University with a host of other exciting new projects in the pipeline.

We operate from an open-plan studio in the centre of Leamington Spa, just over an hour from London by train with great connectivity to the rest of the country.

### The Future

With the essential infrastructure in place - a close-knit team, a strong client base, a proven strategic branding process, high-quality premises and excellent facilities - the agency is targeting success on a number of different fronts

This naturally requires us to bring on board new people to extend the service offering, build the team and fulfil our potential.

### Agency objectives

These are our shared measures of success - two external, two internal:

1. Outstanding client results
  2. Distinctive creative work
  3. Rewarding agency culture
  4. Superior financial performance
- and if we do all of the above we will create a
5. Powerful agency brand



### What is the role of Head of Brand?

We are looking for someone who wants to play an integral part in the next stage of our development as we win and deliver nationally and internationally significant branding projects. You'll be joining a small, tight team where you will make a very real difference. You'll have the ability to shape our future as an agency and set the standards that will determine our success with both new and existing clients.

We are looking for an exceptional candidate with the following skills, experience and attitude:

- Strong strategic consulting skills to help clients to understand how to build, create and manage brands for competitive advantage
- Proven, in-depth experience of brand development (research, strategy, creative, planning and implementation) in a wide range of projects spanning different sectors, scales and levels of complexity
- Outstanding verbal and written communication skills with the ability to explain complex situations clearly and articulate powerful brand narratives that inform, engage and inspire key audiences
- Ability to influence at director and board level
- 15 years+ agency/client experience

Responsibilities include:

- Acting as an ambassador for the agency in all client interactions
- Building relationships with new and existing clients at all levels
- Working with clients to understand and define their strategic brand and marketing objectives
- Creating a wide range of strategy-led fee proposals including complex tenders
- Leading the agency team and our external partners to deliver end-to-end strategic branding projects and brand-led campaigns
- Developing key accounts to secure future opportunities for growth
- Providing input to the agency's marketing activities

You will be a passionate advocate for the transformative role of brand, quickly gaining the confidence of clients and colleagues alike with a strong strategic brain, great interpersonal skills and the ability to turn an idea around on a sixpence.

### Salary and benefits

Salary in the region of £60,000 - £70,000

Profit share scheme after 1 year

Potential for share options and equity participation in the future.

### How to apply

Send your CV and a covering letter to our Agency Manager Victoria Goodwin who is managing our recruitment process using the email [admin@rblteam.com](mailto:admin@rblteam.com).

We will review any applications and invite short-listed candidates for an informal telephone, Skype or face-to-face interview in the first instance to see if there is a strong fit on both sides.

For those candidates where we feel there is a real opportunity for us to work together, we will invite you in to make a formal presentation to our management team.

### Formal presentation

Present using any method you like in a way that engages the team, communicates clearly and inspires confidence.

Given the job role, our vision for the future and our agency objectives, how would you answer the following questions:

- Why rbl?
- What qualities and experience can you bring to the team?
- What do you see as the big opportunity for rbl?
- How would you help us to realise that?
- What is your vision for the role of Head of Brand.?
- Present a project that you were responsible for and that demonstrates your capabilities.

Thank you for taking the time to read this job specification and understand our application process.

We really hope to hear from you soon.



**Rebecca Battman**  
Managing Director