
JOB DESCRIPTION

Job Title: Senior Brand Manager

Grade: E

Department: Group Brand & Marketing

Responsible to: Head of Brand and Creative Content

Budgetary responsibilities: N/A

Responsible for: 1 x Senior Creative Designer
1 x Senior Digital Creative Designer

Main purpose of job:

As CAF's Senior Brand Manager, you play a central strategic and creative role in building, managing, and growing CAF's global brand (and sub-brand), ensuring our purpose, values and impact are communicated consistently and authentically, and establishing an integrated brand experience that inspires and engages our target audiences and major stakeholders to work with us.

Your creative vision, strategic thinking, and leadership skills will be instrumental in driving CAF's creative identity, and brand positioning and performance globally. As a leading representative of our Brand and Creative Content team within CAF, you will help embed understanding and consideration of CAF's brand across our global organisation. This includes strengthening the capability of CAF employees to embody our brand practically and confidently in their roles through our global brand guidance, tools and training. Drawing on external creative agencies and freelancers where needed, you will oversee our in-house creative design team and collaborate with Marketing Department experts and teams throughout CAF to deliver compelling digital and non-digital branded content across all channels.

Strategic brand development and management (circa 40%)

- Partner with the Head of Brand and Creative Content, to develop a successful global strategic brand approach, aligned with CAF's long-term organisational objectives and values and promoting impact. This includes helping to manage CAF's brand budget and forecasting.
- Work closely with regional and CAF Bank teams to build brand equity, awareness and trust, balancing consistency and flexibility for local relevance.
- With CAF's Research Team as lead, oversee our brand research schedule and monitor and report on CAF's core brand metrics, analysing audience insights, sector analysis, and our external environment to position CAF's brand for growth and leverage our marketing communications for engagement.



- Empower CAF colleagues at every level of our organisation and across all regions, alongside our external creative agencies and freelancers, to communicate and reinforce who CAF is, what we do and our impact, and why people should work with us — with practical, accessible and user-focused brand tools, guidance and training.
- Promote ethical brand practices, safeguarding, and responsible story-telling principles — collaborating with our Executive Affairs, Legal and Compliance teams to help manage reputational risk and maintain public trust in our brand.
- Work alongside our Senior Marketing Operations Manager, legal experts and others, to protect and maintain CAF's global trademarking, copyright and intellectual property.

Creative leadership (circa 30%)

- Shape and champion a positive CAF brand experience at influential touchpoints, advising teams across CAF, including our product, giving, impact, operational and support-service experts, to embed brand consideration at every stage of our organisation's evolution.
- Help to craft a compelling creative identity for CAF, fostering a culture of creative problem solving within the Brand and Creative Content team, and across CAF more widely.
- Run CAF's in-house creative studio, as part of the wider Brand and Creative Content team, managing two Senior Creative Designers, and partner with Departmental colleagues – including Research, Marketing, Media and Communications, International, and Internal Communications in the UK and US, to produce high-quality creative work that helps CAF cut through and achieve its strategic objectives.
- Drive our creative briefing process and production schedule, targeting the most efficient and impactful ways of working and allocation of resources to deliver excellent user-focused work to time and budget, and maximise return on investment for our brand spend.
- Manage and grow our network of creative agencies and freelancers, working in collaboration to craft a consistently high standard of creative work that strengthens CAF's reputation, as well as share innovative approaches and techniques that move CAF's brand forward.
- Assess the latest industry and sector trends, as well as organisations' creative approaches and brand campaigns, to mine actionable insights that can improve our ways of working and creative content.

Creative collaboration (30%)

- Act as a lead brand and creative adviser on major organisational projects, and high-profile corporate communications, such as our Annual Reports, and brand-building thought leadership materials including UK Giving, World Giving Research, and Corporate Giving reports.
- Creatively support, where needed, the development and execution of the planned marketing and communications campaigns and activities of our marketing, internal communications, international and external affairs teams across channels, platforms and formats – including digital, print, social media and events.
- Alongside delivering planned work, effectively manage the completion of ad-hoc requests agilely and effectively.



CAF Values and Behavioural Indicators

The CAF Values and Behavioural Indicators set out in a transparent and consistent manner the explanation of the performance expectations of all CAF People. Through the use of common language and common standard, it combines a set of behaviours with the required technical skills and knowledge needed to effectively perform in any given role in CAF. This is used for the assessment, management and development of performance of all our people across CAF

Please refer to the link: [CAF values and indicative behaviours](#) for the CAF Values and Behavioural Indicators.

Date: January 2026

PERSON SPECIFICATION

Job title: Senior Brand Manager

Date: February 2026

Attributes	Essential ✓	Desirable ✓	How Evidenced ⁺
Experience <ul style="list-style-type: none"> Professional experience (typically five-plus years) in brand management within a complex organisation, ideally in the charitable, social purpose, financial services or values-driven sector. Evidence of designing and delivering brand strategies, in partnership with multi-functional teams, that generate brand awareness, reinforce brand equity and drive impactful growth. Skilled in producing and promoting practical, user-focused and engaging brand guidance, tools and training, alongside supporting brand governance Leadership of a team of creatives and content producers (both in-house and external), ensuring efficient workflows, effective resource allocations, and the production of high-quality thought leadership content and marketing communications. 	 ✓ ✓ ✓ ✓		 E E E E
Qualifications <ul style="list-style-type: none"> A degree in marketing, brand, communications, design, or a related field — or evidence of equivalent professional experience. 	✓		
Training <ul style="list-style-type: none"> Additional professional certifications and / or training in brand strategy, creative leadership or marketing. 		✓	
Specialist Skills/ Ability/Knowledge <ul style="list-style-type: none"> Awareness and insight into the charitable sector and/or social purpose organisations. Exceptional design and creative judgement, with the capability to uphold a high creative standard and articulate a compelling creative and brand vision. Strong organisational skills, able to manage and prioritise competing demands, planned programmes of work and ad hoc requests. Expertise in responsible storytelling, safeguarding and ethical brand practices to support reputational management. Ability to utilise insights, data and metrics to develop our strategic positioning, brand experience and content design, and 	 ✓ ✓ ✓ ✓	✓	

<p>show ROI.</p> <ul style="list-style-type: none"> Demonstrated understanding of digital marketing channels, including social media, email marketing, SEO, and web analytics. Proficiency in using brand management tools, marketing analytics platforms, and solutions to managing projects, including production schedules effectively. Knowledge of copyright, trademarking and intellectual property management. 	✓	✓	
<p>Communication</p> <ul style="list-style-type: none"> Outstanding communication skills, with the ability to champion CAF's brand story and experience, engaging colleagues at all levels. 			
<p>Personal Qualities</p> <ul style="list-style-type: none"> A natural collaborator, equipped to influence, advise and partner with CAF teams, across regions and disciplines, as well as external stakeholders, to deliver an integrated and authentic brand experience at CAF. An imaginative, problem-solving mindset, backed up with the skills and experience to think strategically and foster a collaborative, inspiring and agile environment for creative work. Able to consider the bigger picture, drawing on audience insights, sector trends and the wider external landscape, while delivering practical and innovative solutions to further CAF's purpose through our brand experience. Purpose-driven, and able to reflect CAF's values through our brand leadership. 	✓ ✓ ✓	✓	
<p>Prior to Appointment</p> <p>All posts:</p> <ul style="list-style-type: none"> Credit Check Sanctions Check Basic DBS Check Employment References Medical Clearance Right to Work in the UK <p>FCA Approved Posts:</p> <ul style="list-style-type: none"> Standard DBS Check 	✓ ✓ ✓ ✓ ✓ ✓ ✓		R/E

✓ Tick either the Essential or Desirable column as appropriate for each attribute

† Insert the code from the key below for how you intend to assess this requirement e.g. at interview, via references etc

KEY R = REFERENCES, E = EVIDENCE/CERTIFICATES, A = APPLICATION, C = COMPETENCY INTERVIEW, T = TESTING