



## **Director of Strategy and Brand**

**Functional Team:** Strategy and Brand

**Reports To:** Chief Executive Officer

**Salary:** £75,320 - £78,711

**Location:** Nationwide

**Working Arrangements:** Remote working, 12 Months Fixed Term Contract

### **MISSION OBJECTIVE**

Strategy and Brand sits within the Organisational Enablers department that exists to empower 38 Degrees with the strategic, operational, and financial resilience to challenge power, inspire action, and build a fairer, more respectful, and sustainable society. The Organisational Enablers Department builds the foundational strength of 38 Degrees by providing critical procedures, policies, financial stability, operational support, and strategic direction. Through their work, they create a culturally strong, resilient and adaptive environment, positioning 38 Degrees to thrive and effectively support transformative change.

The Director of Strategy and Brand guides our strategic direction and public presence to amplify our mission, position 38 Degrees at the forefront of change, and build a resonant brand in the public sphere. They partner closely with leadership to align 38 Degrees' strategic goals with real-time social and political landscapes. By shaping organisational strategy, monitoring our progress, and refining public brand positioning, The Director of Strategy and Brand ensures that 38 Degrees remains agile, cohesive, and impactful, continually driving growth and resilience in service of our mission.

#### **Commitment**

All 38 Degrees staff should have a deep commitment to our mission of empowering our community of supporters to win campaigns on the issues they care most about.

### **DUTIES AND RESPONSIBILITIES**

#### **INNOVATE**



- Lead the development and continuous refinement of the organisation's long-term strategic plan, ensuring alignment with our mission and vision.
- Develop and enhance the organisation's brand identity, ensuring consistency across all platforms and communications, includes creating a vision and roadmap of work around this objective.
- Champion the adoption of agile methodologies to enhance flexibility, responsiveness, and innovation across the organisation.
- Lead the implementation of new agile processes, ensuring teams work effectively in iterative cycles to deliver high-impact outcomes.
- Lead the planning and facilitation of large-scale strategic planning sessions, including Big Room Planning and other collaborative frameworks.
- Drive innovation in strategic thinking and brand positioning, ensuring the organisation remains influential and impactful.

## ADVOCATE



### ENGAGEMENT

- Collaborate with senior leadership to identify opportunities for growth, innovation, and organisational improvement.
- Partner with senior leadership to support strategic implementation across the organisation as needed.
- Work closely with internal teams (e.g. organisational enablers, campaigns and supporter engagement and insights) to align strategic and branding efforts.
- Collaborate with leadership to integrate brand messaging into all aspects of the organisation's work, including public relations, partnerships, and campaigns.
- Partner with all teams to ensure strategic goals are aligned with organisational capacity and resources.
- Drive cross-team collaboration and foster a culture of agility and continuous improvement across departments.
- Coordinate logistics and engagement for cross-departmental planning days, ensuring effective input from all teams.
- Guide teams through the strategic planning process, supporting them in creating planning templates for them to set clear priorities, measurable goals, and actionable plans.
- Act as a key spokesperson for the organisation, representing the brand and strategy in key internal and external forums.

## DEFINE PROJECT CYCLE



### DELIVERY

- Analyse external trends, data, and insights to adjust the strategy and ensure relevance in a dynamic environment.
- Position the brand effectively within the market to engage key audiences, increase influence, and drive support.
- Oversee the creation and execution of brand campaigns that align with the organisation's strategic goals and values.
- Ensure that branding and messaging are compelling, inclusive, and reflective of our mission and impact.
- Support departments in adapting to agile working, including regular retrospectives and continuous process improvements.
- Monitor progress against strategic and brand goals, providing regular updates to the leadership team and Board of Directors.
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- Keep the organisation ahead of the curve by identifying emerging trends and new opportunities in the sector, incorporating these into both strategy and brand initiatives.
- Use data and performance metrics to refine strategies and ensure continuous improvement.

## TARGET SKILLS PROFILE



### SUBSTANTIVE KNOWLEDGE

Demonstrated capacity gained through extensive relevant experience in branding and strategy and reflecting subject mastery within campaigning.

#### Leadership and Management

- Proven ability to lead and manage complex teams; motivates people, and significantly contributes to organisational/functional level decision making, and manages the associated impact.
- Effectively manages organisational resources, plans and budgets, assesses and mitigates against risks to ensure the sustainability and reputation of 38 Degrees.
- Makes a major contribution to the organisation's strategy by ensuring functional strategies, plans and objectives are aligned to organisational strategy.
- Proactively identifies strategic opportunities, challenges and implements change needed to build on success, including innovation.
- Skillfully adapts to change - is able to support wider organisational change initiatives and translate this to the team.

#### CONCEPTUAL

Identify and analyse needs/opportunities and/or internal functional challenges not met or newly addressed.

#### APPLIED

Formulate/develop rationale for a policy change or continuation.

#### POLITICAL KNOWLEDGE

Supports Managers and Directors in shaping campaign strategy using political analysis to develop plans.



### COMMUNICATION SKILLS

Extensive demonstrated skill gained through varied exposure/experience in presentation/promotion preferably including bodies empowered for decision making.

#### INTERNAL

Convince team of new thinking/ approach/program.

#### EXTERNAL

Present compelling rationale on new policies/products addressing controversial or new issues/approaches.



### EXECUTION SKILLS

Demonstrable extensive experience in achievement in the organisation of multi-step/layered programs/services

#### TIMELINESS

Refined sequences and stages that support consistency in delivery in highly responsive timeframes.

#### QUALITY

Quality control process which ensures that deliverables meet product/service specifications.

### **TARGETED SPECIALISED KNOWLEDGE**

- Specialised/varied extensive experience in service delivery/project design in research, data analysis, and strategic decision making.
- Experience in the application of strategy and the ability to capture opportunities for branding.
- Extended experience in the management of teams in dynamic environments.