

JOB DESCRIPTION

Job title	Charity Marketing, fundraising and Rebranding Lead
Report to	CEO
Hours of work	Negotiable up to 30 hours per week
Salary	£30,000 Pro Rata
Location	Birmingham and surrounding areas
Contract type	Fixed term 12 months with a possible extension

Job Purpose

We are seeking an experienced and strategic Rebranding Lead to oversee the planning, development, and implementation of a major charity renaming and rebranding project. This role will ensure the organisation's new identity reflects our expanded partnerships, modern purpose, and evolving role across health, care, and public wellbeing in the region.

This is a unique opportunity to lead a transformative project that will shape the charity's profile, presence, and impact for years to come.

Essential Duties/Responsibilities:

Key Responsibilities

Marketing and Fundraising

Develop and implement a marketing strategy aligned with the new brand identity to increase visibility and engagement across the community.

- Identify and create marketing assets that support income generation, including fundraising campaigns, donor outreach materials, and sponsorship packages.
- Coordinate marketing efforts with launch events and fundraising initiatives to maximise awareness and donor engagement.
- Engage with local businesses, community organisations, and corporate sponsors to promote partnership opportunities under the new brand.
- Monitor and report on marketing KPIs and fundraising impact linked to the rebranding campaign.

Strategy and Planning

- Lead the end-to-end rebranding and renaming process, ensuring alignment with the charity's mission, stakeholders, and regulatory requirements.
- Develop and manage a detailed project plan, timeline, and milestones for the rename and rebrand process.
- Work with the CEO and senior management team to ensure strategic alignment.

Stakeholder Engagement

- Lead internal and external promotions, engaging staff, volunteers, service users, funders, and key partners including the ICB, WMCA, and Public Health.
- Coordinate with legal and governance leads to secure all required approvals.

Creative Direction and Brand Development

- Manage relationships with branding/design agencies or freelancers to develop new visual identity, brand guidelines, and narrative.
- Oversee creation of key assets (logo, templates, website updates, signage, etc.).
- Ensure brand accessibility, inclusivity, and compliance with ethical standards.

Communications and Launch

- Develop and deliver an integrated communications plan for internal and external audiences.
- Manage launch of the new name and brand across all platforms (digital, print, physical assets).
- Ensure a smooth transition from old to new identity, including stakeholder briefings and media engagement.
- Set up and Run promotional stalls within social care and health settings across Birmingham and beyond.

Governance and Compliance

- Liaise with Companies House, the Charity Commission, HMRC, and other regulatory bodies for legal name change and updated filings.
- Oversee necessary updates to governing documents, policies, contracts, and funding agreements.

Reporting and Impact

- Provide weekly progress reports to the CEO and Head of Development.
- Monitor and evaluate the effectiveness and reach of the new brand identity post-launch.
- Report on and develop an overall services impact report.

Person Specification

Essential Experience & Skills

- Proven experience leading a major rebranding project, ideally in the public or charity sector.
- Strong project management skills with ability to manage multiple stakeholders and deadlines.
- Experience working with creative agencies and/or brand consultants.
- Excellent written and verbal communication skills.
- Confidence in facilitating workshops and stakeholder sessions.
- Understanding of charity governance, compliance, and communications.

Desirable

- Experience with charity name changes and filing processes with regulators (Charity Commission, Companies House).
- Understanding of integrated care systems and local government partnerships.
- Background in communications, marketing, brand management or organisational development.

Attributes

- Strategic thinker with hands-on delivery skills.
- Collaborative and diplomatic.
- Sensitive to change management and organisational culture.
- Commitment to inclusivity, accessibility, and ethical branding.

Special Conditions:

- This is a description of the job as it is at present
- It does not form part of the contract of employment
- Job Descriptions are regularly reviewed and altered when necessary in conjunction with the post holder

Age Concern Birmingham / Jubilee Citizens UK are committed to Safeguarding:

Promoting good practice and prevention of harm and abuse

To ensure allegations of abuse or suspicions are dealt with and the person experiencing abuse is supported