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| **ROLE PROFILE: Global Head of Brand and Creative Content** | |  |
| Position Title: | Global Head of Brand and Creative Content |
| Position ID: | 1678 |

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| **Team** | Communications | **Grade** | M4 |
| **Reports To (Title)** | Global Communications Director | **Contract Length** | Permanent |
| **Location** | **Any** existing SCI office location | **Time-zone** | +/- 2 hours GMT |
| **Languages** | English essential; Spanish, French or Arabic desirable | **Headcount** | 1 |

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| **Team and Job Purpose** |
| **Communications Team purpose**  The Global Communications Team has a number of critical accountabilities: to lead and deliver our global media strategy, to lead and deliver integrated and impactful global/ regional communications, to drive social media presence for all SCI channels, to protect brand through crisis communications work, to work with COs and Members to drive income and influence through communications, and to lead global brand management, creative content & storytelling. Save the Children has launched a Global Engagement Framework that informs and shifts how the movement works together to support our communications, funding, brand and impact agenda for children.  **Brand and Creative Content Unit purpose**  To harness the power of brand and creative content to expand our reach, increase revenue, and enhance our reputation. Working collaboratively with the global movement, the Brand and Creative Content Unit leads our global brand proposition and delivers impactful, high-quality content and storytelling to the Save the Children movement, helping us to ensure the support children need for the future.  **Role purpose**  To lead the strategic vision and execution of Save the Children’s global brand and creative content to accelerate our income, influence and impact for children. This role will enhance global brand identity, drive consistency and relevance, and ensure high-quality, insight-driven and emotionally engaging content that expands our reach, boosts fundraising, and bolsters our reputation. By guiding a global team and collaborating across SCI, members and country offices, the Global Head of Brand and Creative Content will foster innovation, inspire our audiences, and help build a movement of millions for children. |

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| **Principal Accountabilities** |
| * Drive the development and implementation of a unified global brand proposition and content strategy that aligns with Save the Children's mission and values, championing a cohesive and compelling way to tell our brand story worldwide that drives impact. * Lead the creation and distribution of high-quality, emotionally engaging, and insight-driven content – with storytelling at its heart – that enhances the global brand, supports our Global Funding and Engagement Frameworks and bolsters Save the Children's global reputation. * Ensure that brand is at the heart of our creative content through a consistent tone of voice and visual identity. Develop and manage branding tools and guidelines to ensure a distinct, consistent and motivating brand experience across all platforms and regions. * Uphold the highest standards of ethical content collection and adherence to global consent processes and image guidelines, thereby protecting the dignity and rights of all individuals featured in Save the Children’s marketing and communications. * Strategically lead our approach to content in an emergency to drive audience engagement, fundraising and brand equity. * Support internal stakeholders and partners to embed and promote the global brand positioning and architecture across all regions and channels, and encourage integration across markets and campaigns where appropriate to drive up awareness, familarity and hard preference to support. * Monitor and analyse brand and content effectiveness through data-driven insights, ensuring continuous improvement and optimisation of strategies to achieve maximum reach and impact. * Lead and develop a diverse and inclusive team, advocating for equal opportunities and providing professional growth and development to support their career progression in alignment with Save the Children's commitment to equity and inclusion. * Lead a strong and committed Global Brand and Creative community across our organisation, promoting best practices, knowledge sharing, and collaboration to support our strategic goals. * Cultivate and maintain effective partnerships with creative and brand agencies, and freelancers, ensuring all work is insight-driven, on brand, and of excellent creative quality to inspire and engage global audiences. |

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| **Budget** |
| Yes |

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| **People Management Responsibility** (direct/indirect reports) |
| Number of people managed in total: 10  Manager of a team: Yes |

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| **Size of Remit** |
| Global |

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| **Travel Requirements** |
| International travel required: Yes  Percentage of required for travel: Up to 10% |

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| **Key Relationships** |
| **Internal** (excluding direct team and manager)  Funding and Communications Department (Communications, Fundraising Hub, Operations and Funding);  Strategic Comms Unit; Global Media Unit; Digital Fundraising Unit; Impact and Influencing, Humanitarian team; and Member and Country office marketing, comms, media, fundraising and advocacy colleagues  **External**  Agencies, freelancers, sector peers |

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| **Competencies** |
| Cluster: Leading  Competency: Leading and inspiring others  Level: Leading Edge  Behavioural Indicator: Creates and engages others in a shared vision and strategy that will deliver more for children.  Cluster: Leading  Competency: Delivering results  Level: Leading Edge  Behavioural Indicator: Aligns ideas and solutions to strategic imperatives to support delivery of our long-term strategic objectives.  Cluster: Thinking  Competency: Innovating and adapting  Level: Leading Edge  Behavioural Indicator: Drives innovation and breakthrough solutions to improve outcomes for children.  Cluster: Thinking  Competency: Problem solving and decision making  Level: Leading Edge  Behavioural Indicator: Identifies and addresses root causes of long-term problems facing the organisation.  Cluster: Engaging  Competency: Working effectively with others  Level: Leading Edge  Behavioural Indicator: Creates an environment which promotes diversity and does not tolerate discrimination.  Cluster: Engaging  Competency: Communicating with impact  Level: Leading Edge  Behavioural Indicator: Delivers influential advice and briefings to internal and external audiences to build the call for action. |

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| **Experience and Skills** |
| **Essential**   1. Strategy:   Significant experience in strategic global leadership roles within marketing, communications, content and brand management.  Significant experience of developing and implementing global brand and content strategies, as well as strategic initiatives to advance the organisation's mission that require deep stakeholder engagement.   1. Leadership:   Provide strong, visionary leadership to foster a collaborative and inclusive dispersed team environment.  Empower team members and build a culture of mutual respect and trust.  Developing and nurturing high-performing teams and actively listens and allows others to be heard.   1. Brand:   Evidence of global strategic brand leadership of high-profile, public-facing brand across multiple markets.  Adaptable to changing needs, pressures and opportunities that elevate our brand and enable us to tell our story through our creative content.   1. Content:   Managing the procurement and production of high-quality and digital-first content across various platforms for multiple markets and audiences.  Adept at understanding market trends, consumer behaviour, and competitor analysis to inform strategic decision-making.   1. Communication and Storytelling:   Excellent written and verbal communication skills.  Exceptional ability to craft compelling stories that align with the organisation's mission and that resonate with diverse audiences.   1. Creative Problem-Solving:   Innovative mindset for devising unique solutions that enhance brand identity.   1. Stakeholder Engagement and Influence:   Ability to influence and engage stakeholders at all levels, including internal teams and external partners.  Build and maintain effective relationships to promote a unified and compelling brand experience across the global organisation.  **Desirable**   1. Experience managing large-scale, global campaigns with a focus on non-profit or humanitarian sectors. 2. Spearheading efforts to establish or rejuvenate global brand propositions. 3. Project Management: Leading and managing marketing or communications projects. 4. Data Analysis and Insight Generation: Proficiency in data interpretation to monitor, refine, and optimise brand strategies. |
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| **Education and Qualifications** |
| **Essential**   * A bachelor's degree in Marketing, Communications or a related field. Or equivalent work experience.   **Desirable**   * Relevant Professional Certifications: Certifications from recognised institutions in strategic marketing or brand management can be advantageous. |

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| **Safeguarding** |
| We need to keep children and adults safe so our selection process includes rigorous background checks and reflects our commitment to the protection of children and adults from abuse.  Level 3: the post holder will have contact with children and/or young people either frequently (e.g. once a week or more) or intensively (e.g. four days in one month or more or overnight) because they work country programs; or are visiting country programs; or because they are responsible for implementing the police checking/vetting process staff. |

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| **Diversity, Equity and Inclusion and Equal Opportunities** |
| Diversity, Equity and Inclusion is core to our vision, values and global strategy. Save the Children is committed to creating a truly diverse, equitable and inclusive organisation, and one which will support us in our vision to ensure every child attains the right to survival, protection, development, and participation.    We are committed to equal employment opportunities, regardless of gender, sexual orientation, race, colour, ethnic origin, nationality, disability, marital or civil partnership status, gender reassignment, pregnancy and maternity, caring or parental responsibilities, age, or beliefs and religion. We are committed to diversifying our staff to better represent the communities we serve and actively welcome underrepresented groups to apply.    Reasonable adjustments will be made should any candidate invited to interview require this. |

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| **Version Control and Approval** | | | | |
| Version | Date | Author | Reviewer | Approver |
| V4 | 21 July 2025 | Global Director of Engagement | Global Communications Director | SD Funding and Communications |