



## VOLUNTEER ROLE DESCRIPTION

Department: Marketing and Comms Team

Role title: **Branding Consultant**

Time Commitment : Project-based

Location: E12 6PG

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### **About the Renewal Programme**

The Renewal Programme is a well-established and respected local charity based in the London Borough of Newham. We support those who are facing multiple challenges – they might be a carer, migrant or refugee without access to public funds, suffering with homelessness, experiencing poverty, or unable to communicate in English. We empower people to reach their full potential through offering advocacy, education, temporary accommodation and a wide range of positive activities. We support over 3000 people a year and have been working with Newham communities for over 50 years.

### **Our vision**

Our vision is of vibrant and integrated Newham communities where everyone has access to suitable jobs, homes, health and education.

### **Our mission**

Our mission is to stand alongside those who struggle by inspiring hope and offering opportunities for connection, growth and progress.

### **Our values**

DIGNITY - Treating everyone with kindness and respect.

INCLUSION - A community where everyone belongs.

COLLABORATION - Working together to achieve more.

EMPOWERMENT - Co-creating opportunities for positive change.

## **Main purpose of this role**

We are seeking to present a more unified brand identity. As part of this, we would like to develop a concise and memorable strapline to accompany our current logo across all communications. You will help us define this strapline and support the process through consultation with relevant stakeholders, as well as guide the early stages of implementation.

## **Key Deliverables**

- Work closely with the Marketing and Comms Team and with the Fundraising and Engagement Lead to facilitate an initial review of the organisation's current brand positioning, messaging and communications.
- Develop and propose a clear and compelling strapline aligned with the organisation's mission and values.
- Support consultation with key stakeholders to test and refine the proposed strapline.
- Review current brand guidance to ensure consistent use of the strapline and messaging.
- Provide practical recommendations for early implementation, including quick wins and priority actions.
- Support the organisation during the initial implementation phase of the strategy.

## **General requirements**

- Uphold and promote the Renewal Programme's values of dignity, inclusion, collaboration and empowerment.
- Contribute positively to the wider team.
- Undertake other duties reasonably consistent with the level and purpose of the role.

## **Who we are looking for**

### **Essential**

- Professional experience in branding, marketing, communications, or related fields.
- Demonstrable experience developing brand messaging or positioning.
- Strong strategic thinking and analytical skills.
- Ability to translate strategy into practical, actionable recommendations.
- Excellent communication and stakeholder engagement skills.
- Ability to work collaboratively with a small team and support consultation processes.

### **Desirable**

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- Experience working with charities, non-profit organisations, or social impact initiatives.
- Understanding of stakeholder engagement in mission-driven organisations.