

Role Profile

Job Title	:	Senior Creative Design and Product Development Manager, Aardman Brands
Pillar	:	Sales & Marketing
Band	:	4

Function of the Sales and Marketing Pillar:

Aardman's Sales & Marketing division spearheads the licensing and brand development across Aardman's portfolio of brands and Studio Services, developing global brand plans that balance both creative integrity and the ability to create sustainable revenues for the company and our partners.

Main purpose of the job:

Working within the Licensing and Brand teams and reporting to the Marketing Director, devise and implement creative strategies for the Aardman brand portfolio, across all areas of ancillary rights exploitation and particularly merchandise, live events and exhibitions brand partnerships and promotions. Oversee the development of successful merchandise ranges across each of the relevant IP from early stages presenting concepts, through to style guide creation and product approvals.

Responsibilities:

- **Working closely with the Brand team to:**
 - Provide leadership in determining creative strategies for Aardman's brand portfolio.
 - Prepare strategy presentations for internal and external stakeholders.
 - Deliver style guides and design themes to drive ancillary programmes across UK and key international markets.
 - Concepting and designing presentations for potential brand partnership pitches.
 - Present the studio and brand design principles and services to external stakeholders.
- **Generate product concepts to:**
 - Support the sell in of Aardman's brands to licensees and agents and maximise range development in collaboration with them.
 - Support territory-specific brand strategies with ideas and recommend creation of assets.
- **Trade show and industry presentation participation:**
 - Prepare materials which will drive business goals.
 - Be prepared to present and showcase work.
- **Working with the product approvals team:**
 - Have oversight and line management of the team, ensuring they are briefed, and products conform to design strategy.
 - Awareness of commercial constraints and legal requirements as detailed in style guides or advised by Business Affairs.
 - Ensure process runs efficiently in order to bring products to market on time.
- **Consulting role across:**
 - Positioning and key art around content or new channel launches
 - Marketing materials (e.g., title treatments)
 - Fashion, licensing, homewares, and toy trends in our key categories.

- Working closely with internal and external design resources to deliver materials for the brands, ensuring highest quality in line with company values and accountable to visual design team and key creatives within our Development team.
- Ownership of the image and artwork banks. Responsibility of licensing relevant design fonts for use by the whole studio.
- Provide inspiration to internal stakeholders and designers from the world of consumer products and character brands.

Person specification and key areas of experience:

- Experience of implementing creative strategies for brands for merchandise, live experiences, marketing campaigns and any area of exploitation.
- Knowledge and experience of working in the licensing industry managing character brands.
- Creative background and skilled in graphic design with Adobe CS skills. This role will be required to visualise and layout concepts, but design output will be delegated.
- Product development experience.
- Experience of working with Asian markets.
- Experience in presenting design strategies, client facing.
- Good team player – a positive and energetic personality with strong interpersonal skills, energy to challenge the status quo and the ability to take people along with them.

Main internal stakeholder network:

- Executive Brand Director (new role)
- Marketing Director
- Brand Managers
- Licensing Managers
- Visual Design team leaders (Development)
- Development Executives and Producers
- Creative directors of the Aardman brands

External Network:

- Licensees, international territory agents, design agencies, brand partners.
- Represent Aardman at key industry events and tradeshow and in licensing/creative press.