

## Role Profile

**Job Title** : **Brand Manager – 18mth Contract**  
**Department** : **Brands & Licensing**  
**Band** : **3**

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### Department:

Aardman Brands & Licensing team drives long term relevance of our brands and engagement with our audiences, to maximise sustainable commercial value for the studio. We market and commercially exploit Aardman's IP in a way that celebrates and respects our creative values. We work globally, and develop strategies and partnerships to deliver our products, experiences and services to grow our brands and delight our fans.

### Job Function:

The Brand Manager is responsible for implementing creative brand campaigns and marketing strategies, and reports into the Head of Brand Marketing. This role plays a pivotal role in the strategic brand management and development of Aardman character IPs and helps to inform decision-making and drive the success of brand, content and marketing initiatives.

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### BRAND MANAGEMENT

The role is instrumental in the implementation of all character brand and promotional strategies as set out by the Head of Brand Marketing. The role is key to ensuring the wider Brand & Licensing team and company cohorts are fully informed and aligned

- Create compelling campaigns and promotional opportunities in line with the Brand strategy for each of Aardman's IP and manage end-to-end delivery of any promotional or partnership campaigns, ensuring brand compliance and consistency across on-pack activations, POS, trade materials, and tailored social content.
- Work proactively with our streaming and broadcast partners to maximise the visibility and engagement with our shows on these channels, collaborating with editorial, brand marketing and publicity teams.
- Working hand-in-hand with Brand PR and social teams to continuously hunt and exploit new opportunities for character brand saliency and reach new audiences.
- Work collaboratively with the Digital, Social and Communities team and assist on the production of marketing and promotional materials to support campaigns across social media channels.
- Project management and implementation for design projects, such as campaign toolkits, working with and managing time for internal and external designers.
- Assist as required on licensees' marketing campaigns using Aardman's IP, including managing and delivering assets, responding to queries and requests. Manage approvals, where necessary, on UK and

international agents/licensees'/broadcast or promotional partners' marketing materials, and responsible for the distribution of relevant materials to partners.

- Work closely with Brand and Licensing partners to monitor brand and campaign performance through key metrics and KPIs, including viewership ratings, YouTube and social media metrics and supporting regular reports to relevant teams, highlighting trends to leverage growth

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**Person Specification:**

- 5 years' experience in brand management and governance
- Experience in brand planning and implementation of promotional campaigns
- Strong analytical and critical thinking skills
- Experience of brand building projects in international territories.
- Understanding of digital distribution and marketing.
- Excellent written and verbal communication skills
- Highly organised with the ability to plan expenditure and track budgets.
- Creative thinking, problem solving and ability to handle various projects at one time.
- Good communicator, ability to work collaboratively in a team environment and across departments.
- Proficient in handling production asset and production processes