Role Profile

Job Title	**:**	**Attractions & Live Experiences Coordinator**
Pillar	**:**	**Brands & Licensing**
Band	**:**	**Business Development 2**

Department: Aardman's Brand & Licensing division spearheads the licensing and brand development across Aardman's portfolio of brands, 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: A key support role sitting at the centre of Attractions & Live Experiences. Providing administrative and operational support to the team, including diary management, meeting coordination, expenses, contracts database administration, asset delivery, and the preparation of presentations and tradeshow materials, ensuring the smooth running of the department.

Duties & Responsibilities:

- To project manage Aardman's workshop and away day programme, including the recruitment and management of crew resource as well as liaising with external partners while proactively identifying and developing new commercial opportunities.

- To support the review and approval of both creative and marketing assets, liaising with internal teams, Aardman's international agents and external stakeholders, ensuring alignment with brand guidelines.

- To research and produce market intelligence reports that target trends and new business development opportunities for Aardman Attractions and Live Experiences team.

- To manage the collection, tracking and analysis of partner event reports, analysing key insights, audience data and commercial outcomes to inform case studies, presentations and business development materials.

- To lead the organisation of key trade show participation (including IAAPA and BLE), overseeing event logistics for the team as well as industry memberships and subscriptions. Assisting with trade PR activity, working closely with the A&LE Executive and PR team.

- To create (where relevant), own and manage key tracking documents including the A&LE contracts tracker and database, Archive tracker and A&LE project tracker.

- To work with the Brand Marketing, PR & Digital and Social Manager Teams to assist with the promotion of all events, attractions & exhibitions and ensure brand approval for third party activities.

- Create (where relevant), update and manage all pitch materials pertinent to the A&LE team and ensure they are fit for purpose in presenting to partners, agents, and licensees.

- To coordinate crew logistics for exhibition install and deinstall including availability checking, bookings, contracts, travel, accommodation and subsistence arrangements, while supporting exhibition delivery through the management of transportation logistics and liaison with third-party suppliers in collaboration with the Senior Archive Lead.

- Book and manage all travel and expenses for the A&LE team where required and ensure any budget spend is tracked and documented.

- To liaise closely with all technical, craft and support areas (e.g. Edit, Model-making, Finance, Facilities and IT and Production Technology) to ensure the smooth running of projects.

- To assist the Archive team (when required) at our off-site storage facility with asset management, data entry and other tasks as required.

- To create, communicate & manage internal design briefs for creative materials and new business pitch decks in collaboration with the A&LE Executive and Design team.

- To coordinate internal and external meetings, managing logistics including room bookings and catering (where required), and ensuring meeting notes and actions are accurately recorded and circulated.

- To assist the A&LE Executive to ensure all projects promote Aardman Studio values and vision and support the strategic direction of each brand.

- To observe the provision of the Health and Safety at Work Act.

Person specification and key areas of experience:

- A minimum of 2 years administration experience, ideally within event management or marketing.
- Excellent administrative and organisational skills, along with a high level of attention to detail is required.
- Strong interpersonal, communication and presentation skills
- Intuitive and enthusiastic approach to problem solving.
- Experience of maintaining systems & a good knowledge and experience of using databases.
- The ability to work to a brief & to understand departmental and company objectives.
- Self-motivated and able to work on own initiative.
- Pro-active, flexible & team based approach to work.
- IT proficient – Microsoft Office (Essential) & Photoshop (Desired).
- Ability to cope under pressure
- Excellent multi-tasker with experience of working in a fast-paced team.
- Brings new ideas and ways of working to the team sharing best organisational practice across the department, identifying opportunities to enhance processes and increase efficiency across the department.

Desirable:

- An understanding of crew booking processes

Main internal stakeholder network:

- Executive Commercial & Brand Director
- B&L team
- Business Affairs Team
- Design team
- Finance Team
- Archive Team
- Production Crew

External Network:

- Licensees & licensing partners
- Licensing agents
- Licensing tradeshow personnel
- Licensing industry trade bodies and press

Reporting to: A&LE Executive