

Role Profile

Job Title	:	Brand Manager- (Maternity Cover- 10 months initially)
Department	:	Aardman Rights
Band	:	Business Dev 3

Sales & Marketing – key objective:

Sales & Marketing division is responsible for marketing and commercially exploitation of Aardman’s IP in a way that celebrates and respects our creative values and EO principles, whilst maximising revenues for the Company.

Job Function:

The role of the brand manager is to nurture and build compelling, creative and flexible strategies around Aardman’s portfolio of IP brands, at various stages of their development and in line with business objectives set by Directors of Marketing, Commercial and Distribution. Working alongside Senior Brand Managers, the Brand Manager will be first point contact for designated brands as well as responsible for key objectives within core brands. Working closely with Licensing and Sales teams to drive and implement the brand plan, maximising on all activity surrounding the IP and presenting opportunities to stakeholders internally and externally.

Responsibilities

- Working with Senior Brand Managers and Marketing Director, devise brand strategy for specific Aardman IP for the UK and international territories. Produce brand presentations and communications tools including sizzle reels, presentations and advertising. Propose brand initiatives that will translate into tangible awareness and commercial benefit to the company in consultation with Commercial and Licensing teams.
- Work proactively with streaming and broadcast partners to maximise on launch windows overseeing marketing, online, promotional and PR strategy. Build relationships with commissioning, marketing and publicity teams.
- Promotions and Partnerships: oversee 3rd party promotional campaigns, including pitching and client liaison, briefing of bespoke images, development of on-pack promotions, POS, trade materials, and bespoke social materials.
- B2B trade marketing campaigns supporting the IP, setting creative brief and budget and seeking approval from key stakeholders and Commercial Director. Oversee creation and budget for any sales and marketing materials needed for trade fairs and events. Agree objectives with sales team and propose relevant campaigns.
- Oversee licensees’ marketing campaigns using Aardman’s IP, including managing and delivering assets, responding to queries and requests. Manage approvals on UK and international agents/licensees’/broadcast or promotional partners’ marketing materials, including websites, tv, radio, and press campaigns and be across the distribution of relevant materials to partners.

- Act as producer on certain design projects such as style guides, working with and managing time for internal and external designers. Work closely with Creative Lead, Aardman Brands.
- Support the effective flow of information across teams, organising and presenting at strategy meetings. Keep timelines up to date and reflective of brand activities across the IP portfolio.
- Provide budget management and cost reports of recoupable expenditure against the property and on advertising. Track the brands' P&L with Marketing and Licensing Executive and Senior Brand Managers.
- Maximising on live events, attractions and experiences with focus on marketing opportunities. Working with 3rd party marketing teams alongside licensing team, on development and execution and identifying any wider potential to drive brand engagement via these events.
- Marketing lead for agents in designated key territories driving brand strategy and approving marketing materials.
- Digital marketing –working with Head of Social Media, driving and approving brand strategies across social media platforms including YouTube, Facebook, IG and emerging channels.

General:

- To deal with enquiries received from the general public, press and agencies.

Responsible to: Senior Brand Manager

Desirable Skills:

- 5 years' experience in marketing/brand management environment
- Experience in planning and implementing brand plans
- Experience in working with international territories
- Highly organised with the ability to plan expenditure and track budgets.
- Creative thinker
- Able to handle various projects at one time
- Good communicator
- Ability to manage up and down successfully
- Proficient in handling images and other production assets
- Understanding of production processes
- Experience of promotional campaigns
- Team player