

## Role Profile

<b>Job Title</b>	:	<b>Brand Manager</b>
<b>Department</b>	:	<b>Brands &amp; Licensing</b>
<b>Proposed Band</b>	:	<b>Business Dev 3</b>

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### Job Function:

The Brand Manager is responsible for implement the brand plans, campaigns and supporting projects working as part of the wider Brand and Licensing team, reporting into the Head of Brand Marketing. This role plays a pivotable 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 will be instrumental in the implementation of all character brand strategies as set out by the Head of Brand Marketing, ensuring the wider Brand & Licensing team and company cohorts are fully informed and aligned

- In support of brand objectives set by Head of Brand Marketing, the role will devise and produce presentations, strategies and pitch materials for Aardman's priority IP.
- Project management and brand governance across promotions and partnerships to manage promotional campaigns, including on-pack promotions, POS, trade materials, and oversight of any bespoke social materials.
- Project management and implementation for design projects, such as style guides, working with and managing time for internal and external designers.
- Work proactively with streaming, FAST and broadcast partners to maximise the visibility of and engagement with our shows on these channels, collaborating with editorial, brand marketing and publicity teams.
- 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.
- Led on trade marketing campaigns implementation supporting the IP, setting creative brief and budget and seeking approval from heads of Licensing, Content Sales, A&LE.
- 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, and responsible for the distribution of relevant materials to partners.
- Marketing lead for agents in designated territories driving brand strategy and approving marketing materials and presence at relevant territory meetings.

- Work closely with Brand and Licensing partners to monitor brand performance through key metrics and KPIs, and supporting regular reports to relevant teams, highlighting changes or useful trends that link to or impact our brand strategies across digital, licensing, marketing, attractions and live events, and brand partnerships.
- Stay updated on industry trends, competitive landscape, providing insights and strategic recommendations to senior management and stakeholders
- 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

**Responsible to:** Head of Brand Marketing

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**Desirable Skills:**

- 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