

Role Profile

Job Title	:	Sales Executive: Content Distribution and Games Licensing
Department	:	Brand & Licensing
Team	:	Distribution
Band	:	3

Department Function:

Aardman's Brand & Licensing division spearheads the licensing, content distribution, brand development and management of Aardman's portfolio of brands and Studio Services, balancing both creative integrity and commercial opportunities.

Job purpose:

To work within the Distribution team to exploit Aardman Animations' content catalogue of new and existing IP, alongside 3rd party productions that we distribute across all rights in Central & Eastern Europe, Baltics, Africa, Greece, Turkey, Israel and India, Austria & German speaking Switzerland (Free TV only) and Kazakhstan. To be the main point-person and client-manager for any games-licensing clients (direct licensees or licensing agents), as well as the internal project-lead for any licensed-games agreed featuring Aardman IP.

Key Duties & Responsibilities:

- To be a main point of contact for buyers wishing to acquire Aardman and third-party content in the identified territories and Rights.
- To be responsible for the distribution of our catalogue to airlines.
- To lead negotiation of deals within agreed budget parameters and sales targets and to liaise with the legal, finance, mastering to manage the sale through from start to finish, with guidance and support from a Senior Sales Manager.
- To work with the sales team to ensure maximum exposure of the brands throughout the territory, working to each IP's distribution strategy, to include license renewals.
- Create annual 5-year forecasts based on agreed assumptions against all brands we distribute.
- Create 5-year forecasts for new IP on request.
- To update quarterly sales reports for all third party IP, and Aardman IP on request and to client manage select third party clients

- To undertake some foreign sales trips and attend key industry markets such as MIPCOM.
- To liaise with the Licensing team to execute best scenario strategies for key brands in identified key territories, when relevant to do so.
- To client-manage Games & Interactive Agent(s) and pitch to interactive licensees directly. Supporting/Leading pitches to potential games partners; requesting feedback; and being the first point of contact for all communication and commercial offers.
- Briefing in requirements for pitch decks to Brand team
- Working closely with the Director of Licensing & Distribution, be responsible for negotiating commercial terms on interactive licenses.
- Be responsible for the games & interactive budget, in terms of forecasting and achieving targeted revenue.
- To be the internal lead when it comes to communicating the status of games & interactive projects; to work closely with development and operational stakeholders in the development of conceptual brand-pitches to gaming clients.

Reporting to: Senior Sales Manager

Inter-departmental Collaboration:

- Collaborate with other departmental / territory teams to ensure they are updated on activities in your market(s) and find chances to create additional revenue opportunities through collaboration.
- Seek the support and collaboration of the Brand team (including the social media team) to support licensees in the marketing of their channels.
- Brief Product Development team in terms of licensed gaming opportunities and contractual timeframes.
- **Business Affairs and Finance Collaboration:**
 - Work with the Business Affairs team on all aspects of contracting in support of licensees and agent agreements, addressing commercial queries in a timely manner to secure contract execution.
 - Work with the Finance team on all aspects of reporting and forecasting and be aware at all times of the financial position of your market(s) in relation to the overall annual budget.
- **Trade show and industry presentation participation:**
 - Attend relevant trade shows, where necessary.
 - Represent Aardman at key industry events and via B2B network to further

raise awareness of Aardman and third party brands.

Person Specification:

- Minimum 24 months experience working in a content-distribution and/or licensing team.
- Previous attendance at major TV markets preferred
- Client management experience.
- Foreign language an advantage
- Knowledge of Kids-Media / Distribution
- Good PC skills
- Good understanding of accounts
- Excellent organisational skills
- Self-motivated and able to take initiative
- Team player