

Role Profile

Job Title : **Licensing Approvals Executive**
Department : **Sales & Marketing**
Band : **Business Development 2**

Function of the department/section & main purpose of the job:

Department:

Aardman Rights manage, promote, and commercially exploit Aardman's own IP in a way that celebrates and respects the company's creative values whilst maximising revenues. The licensing team is responsible for the management of the global consumer products programme through both a network of international agents as well as direct licensee and retailer relationships.

Job Purpose:

To facilitate and manage licensing approvals and creative submissions from licensees, retailers and agents ensuring that each stage of the creative approval process is adhered to and that all submissions meet both creative and legal guidelines as set out in the property style guides. The Licensing Approvals Executive will be specifically responsible for managing submissions from licensees/agents/retailers in China, Japan and South Korea, and other Asian markets where relevant, as well as all DTR and publishing projects globally from a creative approvals and asset delivery perspective.

Duties and responsibilities:

- Manage and take ownership of all Asia licensee/agent/retailer relationships including regular calls/communication with agents in the market to ascertain creative needs and directing them to relevant assets within the system in support of local partners as well as necessary system set up and management of all stages of creative approvals.
- Manage and take ownership of all additional creative asset requests from the Asia markets including market themes/trends that impact the licensing programme and revenue generation and feedback to the licensing/brand team for consideration/inclusion in the creative pipeline.
- Manage and take ownership of all publishing licensing projects from a creative standpoint working in conjunction with the relevant members of the licensing team to ensure asset requirements are understood, and sourced from the relevant Aardman stakeholders, and delivered to the publisher, as well as managing all stages of project approval including related promotional marketing.
- Manage and take ownership of all DTR projects from a creative standpoint working in conjunction with the relevant members of the licensing team to ensure asset requirements are understood and delivered to the retailer, as well as managing all stages of product approvals and related promotional marketing.
- Manage and take ownership of all Asia, publishing and DTR licensee and partner approvals that require input from relevant production teams to ensure approvals are managed through and provide recommendations and guidance where relevant to help facilitate positive outcomes for partners. Educating internal stakeholders on the cultural differences and expectations of the Asia markets in respect of trends, market conditions and revenue opportunities.

- Manage and track all approvals for the Asia markets, publishing and DTRs providing timely feedback and guidance to licensees and agents and ensuring creative and legal guidelines are adhered to at all stages.
 - Manage and take ownership of any required NDAs or pre-contract assets required by licensees and/or international agents in respect of the Asia markets, publishing and DTRs.
 - Responsibility for co-ordinating anti-counterfeit process with business affairs department, including monthly research and reporting for the Asia markets.
 - Ensure the department members are updated on product development progress and the status of key products within a regular brand planning and update meeting for the Asia markets, publishing projects and DTRs.
 - Support licensing team in creating and updating presentations including information from the Asia markets, publishing and DTRs.
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Responsible to: Head of Licensing

Person Specification:

- 3-5+ years' industry experience of managing licensees/agents in the Asia markets as well as excellent market knowledge.
- Experience of managing complex licensing projects (publishing and/or DTRs preferable) and an understanding of asset requirements and delivery outside of style guide parameters.
- A strong creative and visual awareness and understanding of style guide applications across categories including toys and 3D and apparel.
- Able to manage a diverse workload and priorities accordingly.
- Strong communicator able to provide clear and considered feedback to licensees, agents, and partners, but with a flexible approach as well as an ability to manage key internal stakeholders and balance creative and commercial considerations.
- Able to work to tight deadlines.
- Management experience with a mentor/mentee approach to development.
- A good level of IT literacy, familiarity with Word, Excel, PowerPoint, and information systems as well as other relevant design packages (including Photoshop and Illustrator).
- Good team player.