

## Role Profile

<b>Job Title</b>	:	<b>Commercial Director, Branded Content Partnerships</b>
<b>Department</b>	:	<b>Brands &amp; Licensing</b>
<b>Banding</b>	:	<b>5</b>

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### Role Overview:

This role leads the branded content partnership strategy, business development and relationship management across Aardman's digital, TV, commercial and film portfolio. It is responsible for securing brand funding and building long-term partnerships that support original content, advance the studio's creative ambitions and strengthen the value of its intellectual property.

This role sits at the intersection of creative content, commercial strategy, and brand marketing, driving innovative partnerships with brands to unlock new revenue streams, amplify storytelling and Aardman's brand reach, and deepen audience engagement globally.

You will play a critical role in shaping how partnerships fuel both the creativity and craft of Aardman, and our owned brands growth, ensuring the studio remains culturally relevant and commercially competitive in a rapidly evolving media landscape.

This is an exciting opportunity to join Aardman at a pivotal moment and play a key role in shaping its future. You will lead partnerships that fuel the creativity and craft of the studio, accelerate the growth of our owned brands, and help position the studio for long-term success in a rapidly evolving media landscape.

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### Purpose of the Role:

- Drive strategy and business development for branded content partnerships for Aardman owned IP and commercials for third parties
  - Act as primary lead for branded content partnerships, working with teams across the studio to assess and secure these: this covers branded content partnerships for Aardman's owned IP across digital, TV and film, 3<sup>rd</sup> party commercials.
  - Establish long term relationships with brand partners that align with Aardman's values of creative integrity and excellence, and open collaboration
  - Enable ambitious content creation by aligning commercial opportunities with Aardman's creative strengths and vision
  - Champion Aardman's creativity through comedy, craft, character and story
  - Position the studio as a leader in innovative, culturally relevant partnerships
  - To partner with the Executive Producer, Branded Content Partnerships to deliver on content strategy, ensuring strong relationship management across the production process.
  - To work in collaboration with the Development Pillar Manager and creative teams to support slate ambitions.
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## **Key Responsibilities:**

### **1. Partnership Strategy & Commercial Growth**

- Define and lead a global branded content partnerships strategy for the studio, that can support content financing in digital, commercials, TV and film.
- Identify and unlock opportunities across brand funding for content, sponsorship, co-production and co-development of new IP
- Develop scalable long-term partnerships that support multiple business areas such as content creation, brand marketing and product

### **2. Pitching and Partnerships scope**

- Proactively source and secure partnerships with global, national and regional brands, agencies and media partners
- Identify partners with values that align with Aardman's and balance commercial ambition with editorial integrity and audience trust
- Develop pro-active creative pitches, with the support of the Development team, to high value partners with the ambition of securing long term, multi-touchpoint partnerships
- Collaborate closely with producers, creatives, and marketing teams to pitch, win and deliver projects
- Ensure partnerships that license Aardman IP contribute to fan engagement, cultural relevance and creative excellence
- Work closely with the Director of Licensing and Director of Brand Marketing & PR to align partnership strategies, ensuring a consistent market approach and preventing competing opportunities across product, promotional and brand partnership activities.

### **3. Partnership & Stakeholder Management**

- Act as senior relationship owner for branded content partners across the full lifecycle of projects
- Collaborate with creative development, production, brand marketing, legal and consumer product licensing teams to ensure seamless project management and delivery
- Establish best practices, governance, and alignment with creative and commercial goals

### **4. Market Intelligence & Industry Leadership**

- Maintain a strong view of global media, brand, and platform trends
- Represent the studio at international markets, festivals, and client events
- Maintain a robust network across brands and agencies

## **Key relationships:**

- Reports to Executive Commercial & Brand Director
- Part of the Branded Content Partnerships leadership team with Executive Producer, Branded Content Partnerships and Development Pillar Manager, Development & Creative.
- Works closely with creative leads including; Creative Director of IP, Creative Director of Commercials and Short form, Director of Digital & Social

- Works closely with commercial leads including; Director of Licensing, Director of Brand Marketing & PR, Director of Attractions & Live Experiences

**Person Specification:**

**Essential**

- Significant senior-level experience in branded content partnerships, commercial strategy, and business development within media/entertainment
- Experience working in-house or closely with brands, understanding where and how to access budgets
- Strong experience working with creative and production teams to align commercial and editorial goals
- Entrepreneurial mindset with ability to win business
- Deep understanding of global content markets, platforms, and brand ecosystems
- Excellent pitching, storytelling, and negotiation skills
- Passion for storytelling and audience-first content
- Established network across brands, agencies, and media partners
- Experience leading teams and influencing at executive level