

<b>JOB TITLE:</b> Licensing Executive	<b>REPORTS TO:</b> Head of Buying and Brand Licensing
<b>FUNCTION:</b> Licensing	<b>DEPARTMENT:</b> Buying & Brand Licensing
<b>JOB PURPOSE:</b> To coordinate the approvals process for Licensing, in line with the Buying & Brand Licensing strategic plan.	

<b>Key Accountabilities</b>	<b>Key Activities / Decision Areas</b>
1. Approvals process	<ul style="list-style-type: none"> <li>To take coordinating responsibility for the approvals process to include keeping relevant records for images, artists and all packaging deployed for licensed products.</li> <li>Obtain images from Production and using images provided, email product mock-ups and any collated additional relevant information to licensees.</li> <li>Liaise with Production and Marketing to review email versions and physical samples and art work to ensure material conforms to brand guidelines.</li> <li>To ensure the approvals process is completed in a timely manner, in accordance with agreed KPIs, including signing licenses when approval process is concluded.</li> </ul>
2. Stakeholder coordination	<ul style="list-style-type: none"> <li>External: manage relationships with external stakeholders by communicating effectively with key licensing partners and umbrella organisations to ensure images are appropriate for the products.</li> <li>Internal: liaise with key stakeholders (to include Production and Marketing) to review art work and samples to ensure the images are on brand. Coordinate feedback from internal stakeholders for licensees in order to refine the licensed products until the final versions meet the requirements of all parties.</li> </ul>
3. Operational activities	<ul style="list-style-type: none"> <li>Liaise with Digital to ensure newly licensed products are presented for photography, prior to being uploaded to the digital shop in a timely manner.</li> <li>Log all finished products on to Navision to track products and sample shipments.</li> <li>Produce weekly and monthly sales monitoring reports for licensed products for management review.</li> </ul>
4. Brand Ambassador	<ul style="list-style-type: none"> <li>Act as a brand ambassador to ensure that licensed images adhere to brand guidelines at all times, working closely and collaboratively with all stakeholders.</li> <li>Research and identify new prospective licensees with a view to increasing the number and range of licensees.</li> </ul>
5. Team participation	<ul style="list-style-type: none"> <li>Assist the Head of Buying and Brand Licensing in the delivery of licensing plans to include business development, drafting documents and contributing ideas to meet licensing growth targets.</li> </ul>

<b>Role Dimensions</b>	
<b>Financial (limits/mandates etc.)</b>	<b>Non-financial (customers/staff etc)</b>
<ul style="list-style-type: none"> <li>Signing authority to be confirmed</li> </ul>	<ul style="list-style-type: none"> <li>NG management and staff, external licensees.</li> </ul>

<b>Person Specification</b>	
<b>Competency / Performance Drivers</b>	<b>Technical / Professional Expertise</b>
<ul style="list-style-type: none"> <li>Excellent interpersonal skills and ability to build relationships</li> <li>Ability to work within tight deadlines.</li> <li>Excellent organisation and administration skills.</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of brand management in a licensing environment.</li> <li>Strong IT and numeracy skills.</li> </ul>

- Positive, flexible and enthusiastic approach to working with other organisations and individuals.
- Ability to prioritise workload.
- A team player
- A high level of accuracy and attention to detail

### The Promise Performance Behaviours (9)

Passionate Patient	Engaging Approachable	Polite Adaptable	Positive Consistent	Professional
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### Organisation Structure for role and department

