

JOB TITLE	Head of Brand Licensing & Picture Library
DEPARTMENT	National Gallery Global Ltd

JOB CONTEXT	<p>The Brand Licensing and Picture Library sits within National Gallery Global, the commercial arm of the National Gallery.</p> <p>Primarily a B2B strand, this department is responsible for driving revenue through responsible, appropriate and commercial partnerships and collaborations with brands and manufacturers in the UK and around the world.</p> <p>We look for partners that are aligned in their approach to the brand values of the NG, upholding and celebrating the integrity of our paintings. We look for companies that prioritise sustainability, ethical sourcing and production – as well as product excellence.</p> <p>Our Picture Library provides an essential service to a wide variety of companies and individuals, for academic and commercial projects.</p>	
JOB PURPOSE	<p>The Head of Brand Licensing is directly responsible for all aspects of the Brand Licensing and Picture Library business activities, aligning brand values with sustainable, profitable revenue growth.</p> <p>This role will develop and deliver a comprehensive brand licensing strategy, by territory and product category, with a focus on business development and brand integrity and NG reputation.</p> <p>The role will proactively develop, negotiate and manage the NG's roster of strategic partnerships with third party brands and manufacturers, in the UK and in key territories around the world.</p> <p>Responsible for the Picture Library team and revenue, ensuring best practice in place and SLA terms are met.</p>	
SCOPE OF JOB	<ul style="list-style-type: none"> <li>• Leadership and line management of the Licensing and Picture Library teams, ensuring all colleagues working to goals and objectives of the wider business, to highest standards.</li> <li>•</li> </ul>	

	<ul style="list-style-type: none"> <li>• Representing the National Gallery and NGG at trade events such as Brand Licensing Europe, promoting activities and business potential.</li> <li>• Upholding the reputation of the NG through clear understanding of brand values, mission and appropriate selection of products and partners.</li> <li>• Develop detailed business plans and supporting strategies, contributing to the wider NGG budget and business planning process.</li> <li>• Observe and communicate wider market trends and developments, in relation to future and current NGG business direction.</li> <li>• Lead on new client onboarding, developing model for induction and onboarding.</li> <li>• Developing best practise working model with internal Shared Services teams, with specific regard to interpretation of the brand, brand guidelines by third party partners. (Creative)</li> <li>• Uphold brand values and brand guidelines with third party partners, protecting integrity of the artworks, and clearly defining commercial framework</li> <li>• Responsible for leading discussions, consultations and negotiating agreements with third parties, aligning with Shared Services (Legal), ensuring best terms for NGG</li> <li>• Ensuring NG and NGG stakeholders are appraised of all UK and International new business partner development (Marketing, Development, NGG)</li> <li>• Understand specialisms and services of Picture Library function, ensuring optimum and efficient delivery of service and identifying future business and revenue potential.</li> <li>• Ensure all NG and NGG IP, Copyright and Trademark protections and policies are in place, and kept up to date.</li> </ul>	
<p><b>SUPERVISORY/ MANAGERIAL RESPONSIBILITY</b></p>	<p>Direct line management of a team of three: Licensing Executive, Sales &amp; New Business Manager, and Picture Library Executive.</p>	

<p>KEY DELIVERABLES</p>	<ul style="list-style-type: none"> <li>• Plan and deliver to revenue targets, ensuring NG principles of brand alignment and reputation are foremost.</li> <li>• Ensure NG IP and trademark protections are protected by territory and activity.</li> <li>• Actively develop definitions and criteria for success in third party collaborations and partnerships; reach, revenue, reputation.</li> <li>• Consider and develop strategies for domestic and international territories, interpreting new product areas and types.</li> <li>• Build the reputation and reach of NG through identification and development of creative, commercial and inspiring product partnerships and projects.</li> <li>• To implement and develop KPI's for licensing and picture library functions.</li> <li>• To build internal NG/NGG reputation through careful partner and product selection and development, interpretation of archive to output.</li> <li>• To ensure SLA's for the provision of Shared Services as consistently met, continually reviewing the service for improvements and efficiencies.</li> </ul>	
<p>KEY RELATIONSHIPS</p>	<p>Reports to the COO of National Gallery Global</p> <p>Head of Departments within NGG and beyond, maintaining communications of activities and partnerships in wider market, ensuring visibility and minimising overlap with Marketing, Development and Digital.</p> <p>Creative, particularly Head of Brand, with view to strategic and practical applications of brand and team processes.</p> <p>Digital, in terms of new product potential and IP.</p> <p>Marketing, Development with joint understanding of landscape and strategy and where NGG activities align in wider markets</p> <p>Legal team, ensuring efficient and thorough provision of contracts in line with business strategy and need.</p> <p>Business partners; licensees, customers, marketing and other service providers, for example trade show stands.</p>	

ESSENTIAL MIN QUALIFICATION ON ENTRY	N/A	
KEY REQUIRED SKILLS	<p>Experience and expertise within brand or image licensing sector, specifically in terms of translation of, collections, archive and brand USP into authentic, appealing commercial propositions.</p> <p>Experience of developing commercial agreements and contracts, within brand and/or image licensing sector.</p> <p>Strong commercial acumen, experience in developing and negotiating to pre-contract and contract stage</p> <p>Demonstrable collaborative understanding and ability to lead a team, project to deliver results</p> <p>Numeracy, experience in planning budgets, costs and return</p> <p>Understanding of Trademarks, Copyright, IP and associated factors</p> <p>Experience working with international territories and markets, particularly China, Korea, Japan and the USA.</p>	
KEY REQUIRED ATTRIBUTES	<p>An effective communicator, both listening and speaking</p> <p>Leads by influencing and persuading</p> <p>Actively interested in the customer and wider markets, their differentiation</p> <p>Actively interested in art and material culture,</p> <p>Remains calm and exhibits personal control in difficult circumstances</p> <p>Works positively with colleagues to develop and enhance team working</p> <p>Attention to detail, particularly with regard to matters of contract, procedures and written word</p>	
ADDITIONAL ESSENTIAL CRITERIA OR CONSIDERATIONS	<p>Onsite working at least 3 days per week</p> <p>Travel will be required: UK, International</p> <p>Proven ability to promote a positive environment that supports equality and values diversity</p>	