

# **Job Title: Brand Licensing & Picture Library Manager (International Markets)**

**Reports To:** Head of Brand Licensing & Picture Library (Amy Horlacher)

**Department:** Brand Licensing & Picture Library

## **Job Context**

The Brand Licensing and Picture Library team acts as a dynamic engine within National Gallery Global, proactively driving revenue growth through ethical, commercially successful partnerships and collaborations. We extend the Gallery's reach and relevance worldwide, working with publishers, scholars, brands, and manufacturers who share our values of quality, sustainability, ethical production, and artistic integrity. We are a commercially ambitious, collaborative team, committed to protecting and celebrating the National Gallery brand.

## **Job Purpose**

The Brand Licensing and Picture Library Manager (International Markets) is responsible for developing and managing the licensing and picture library business across key global territories in line with the National Gallery's brand values and commercial objectives.

Working closely with the Head of Department and a counterpart Manager focused on the UK market, this role requires strong cross-cultural communication skills, a collaborative approach, and a clear understanding of international market dynamics.

The position involves cultivating a global network of licensees, agents, and cultural collaborators. Overseeing contract development, product approvals, marketing alignment and the delivery of high-quality projects that reflect the Gallery's vision and values.

The role demands a commercially proactive, globally minded, and culturally sensitive approach to driving strategic growth, while protecting and enhancing the Gallery's brand and reputation on the international stage.

## **Criteria**

- Strong commercial negotiation skills (GAP qualification or equivalent experience)

- Proven experience in project or relationship management (Prince2 or equivalent experience)
- High digital literacy (Microsoft Office proficiency; IDCL/BCS Level 1 & 2 preferred)
- Practical Product Management (desirable)
- Knowledge of copyright and IP licensing principles
- Excellent interpersonal, written, and verbal communication skills
- Strong organisational skills and attention to detail

## **Key Skills and Attributes**

### **Commercial Acumen**

- Experience negotiating international commercial agreements in product, brand, or image licensing sectors
- Ability to analyse global market trends, shaping commercial offers to maximise financial gains

### **Industry Knowledge**

- Strong understanding of Trademarks, Copyright, and Intellectual Property
- Interest in the National Gallery's collection and wider global cultural sector
- Ability to apply brand collaborations across diverse international market sectors and product categories in a way that reflects the Gallery's values and strategic goals

### **Project Management**

- Ability to manage timelines, deliverables, and deadlines with agility and precision
- Strong ability to prioritise workflow

### **Financial Management**

- Numerate, with experience in financial forecasting, royalties, minimum guarantees, and contract variables

### **Communication and Translation Skills**

- Ability to digest and translate academic or specialised information into commercial narratives suitable for broader market consumption and customer engagement

## **Audience Strategy Awareness**

- Awareness and understanding of the Gallery's audience strategy and related programmes, recognising their impact on Brand Licensing and Picture Library activities.

## **Proactive Approach**

- Demonstrates a self-starting attitude, actively seeks opportunities, solves problems, and drives initiatives forward with enthusiasm

## **Team Culture and Commercial Drive**

- Thrives in an energetic, collaborative environment that values initiative, innovation, and continuous commercial improvement. Engages actively with colleagues and partners to deliver shared success

## **Key Accountabilities**

### **Business Development**

- Develop, manage, and grow a global network of brand licensing and picture library collaborators that align to the National Gallery brand
- Generate new business ideas and pitch proposals aligned with NGG BL + PL strategy

### **Strategy Adoption and Engagement**

- Be part of the engine driving and contributing to the planning process of BL and PL, ensuring it is in alignment with NG's brand goals and principles, market relevance, and linked to the audience strategy

### **Portfolio Management**

- Oversee international licensing and picture library portfolio, including renewals, negotiations, and terminations
- Evaluate agreements to drive sales growth considering impact to both brand licensing and picture library

### **Cross-Functional Collaboration**

- Work closely with internal teams including Retail, Creative and Comms
- Provide regular, clear, and strategic updates to the HOD

## **Asset and System Management**

- Manage and maintain Picture Library website content
- Ensure systems are updated and information is accurate
- Understand and manage different file types and sizes, granting appropriate rights to requests

## **Commercial Market Engagement**

- Monitor international market trends and competitors, providing insights to guide strategic planning
- Produce regular market intelligence reports
- Use data and research to identify white space and pitch opportunities

## **Financial Reporting**

- Maintain financial records and reports to support informed decision-making
- Support the HOD in setting and monitoring departmental targets

## **Creative Interpretation**

- Collaborate with the Creative team to translate collection assets into marketable products

## **Contract Management**

- Negotiate, draft, and manage contracts to protect the Gallery's interests

## **Team Leadership**

- Manage and mentor the Brand Licensing & Picture Library Administrative Assistant
- Deputise for the HOD when required, representing the department internally and externally through presentations, negotiations, and strategic discussions
- Champion a culture of commercial energy, engagement, and proactive problem-solving within the team, ensuring that Brand Licensing and Picture Library operate as a robust, strategic growth engine for the Gallery

## **Working Requirements**

- Minimum 3-4 days onsite per week at the National Gallery, London
- Occasional travel within the UK and internationally

## **Additional Requirements**

- Commitment to promoting an inclusive environment that supports equality and diversity

**Contract Type:** Permanent

**Salary Range:** Competitive (subject to experience)

**The National Gallery values diversity and inclusion and welcomes applications from candidates of all backgrounds.**