

Job Title: Brand Licensing & Picture Library Manager (UK Market)

Reports To: Head of Brand Licensing & Picture Library

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

This role is responsible for developing the Brand Licensing and Picture Library business across the UK market in line with the National Gallery's commercial goals and brand values.

Working closely with the Head of Department and a counterpart Manager focused on the International markets, this role requires strong cross-cultural communication skills, a collaborative approach, and a clear understanding of UK market dynamics, to support the development of our domestic strategy.

This position involves cultivating a portfolio of UK-based partnerships, including retailers, licensees, and cultural collaborators. Overseeing contract development, product approvals, marketing alignment, and rights management.

The role requires a commercially proactive mindset, excellent relationship management skills, and a passion for extending the Gallery's impact within the UK.

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

- Strong understanding of UK commercial and cultural sectors
- Ability to analyse and respond to UK 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 broader cultural sector
- Ability to apply brand collaborations across multiple 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 forecasting, royalties, and revenue tracking and contract variables

Communication and Translation Skills

- Ability to digest and translate academic or specialised information into commercial narratives and themes 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 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 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 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

- 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 at the National Gallery, London
- Occasional UK travel

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.