

## JOB DESCRIPTION

- Post:** Licensing Manager
- Department:** Licensing
- Reporting to:** Licensing and Merchandise Director
- Reporting for:** Licensing Executive, Images Sales Executives, Images Senior Sales & Business Executive (4.4 FTE in total)

**The Company** Tate Commerce is a wholly owned subsidiary of Tate. Work at Tate Commerce ranges from publishing, retail and merchandising roles to operations, finance and licensing.

Tate Commerce shares Tate's mission to promote public knowledge, understanding and enjoyment of British, modern and contemporary art. Its role is to maximise profits and extend the value of the Tate brand, to support Tate's work and collection.

We are committed to reducing our carbon footprint and protect the environment and expect all staff to adhere to our Environmental Policy which can be found [here](#).

**The Department** Tate Licensing is an area of Tate Commerce that the board has identified as an opportunity for significant growth over the next few years. It is responsible for generating income from the licensing of Tate's photography, managing several artists' estates as copyright agent, and offering carefully chosen partners the right to use both Tate imagery and branding to create products.

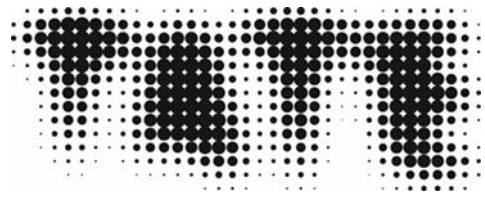


### The Disability Confident Scheme

Tate is committed to the employment, retention, training and career development of disabled people. In recognition of our commitment, Tate has been awarded the Disability Confident Symbol.

**Purpose of the job:** The Licensing Manager is responsible for maintaining current income streams from licensing and developing new business. The role contributes to our brand licensing and has responsibility for delivery of picture library sales, developing opportunities to grow these, especially across digital platforms.





## Main responsibilities and duties:

### Business development, planning and management

- Working closely with the Licensing and Merchandise Director to drive and develop existing, and new revenue streams across both image and brand licensing.
- Reviewing and managing all systems, including e-commerce platform, pricing structure, invoicing, image delivery and image storage, ensuring they are delivering an infrastructure best suited to the needs of the business.
- Managing relationships with key customers and ensuring that the business potential with them is fully met.
- Managing relationships with key departments across Tate, including Digital, Curatorial, Archive, IS, International Partnerships, Legal, Photography, ensuring strong and constructive dialogue with colleagues.
- Working closely with the Licensing and Merchandise Director to develop cross organisational opportunities in collaboration with the marketing and corporate partnerships teams.
- Ensuring that Licensing plays a collaborative role within Tate Commerce, supporting colleagues in merchandise and publishing to develop their businesses.
- Providing inspiring leadership for the Licensing team so that all staff are clear about their roles and effectively deliver their own and the department's overall objectives.
- Researching and maintaining current knowledge of developments across the licensing sector
- Maintaining and monitoring key performance indicators across the department

### Customer service and account management

- Ensuring that the highest standards of customer service are embedded and delivered throughout the Licensing team, with enquiries well allocated across the team and responded to within 5 days maximum.
- Ensuring that invoices are raised promptly, and that any overdue accounts are chased.

### Copyright/Contracts

- Overseeing the management of copyright for the estates we represent
- Adhering to Tate copyright policy and maintaining a general awareness of the development of the laws addressing copyright
- Undertaking any other duties as may reasonably be required by the Licensing and merchandise director



#### The Disability Confident Scheme

Tate is committed to the employment, retention, training and career development of disabled people. In recognition of our commitment, Tate has been awarded the Disability Confident Symbol.



## Person Specification

### Essential:

- Excellent relationship management skills
- Proven experience of delivering brand licensing strategy, including a track record of a proactive approach to business development in a licensing role with industry contacts across the breadth of the licensing world
- Excellent knowledge of intellectual property rights in relation to images and brand
- The ability to work with colleagues to deliver suitable systems for managing a licensing business
- Strong understanding of the digital world and ability to identify potential opportunities within that for development of our licensing
- Excellent people management skills
- Excellent verbal and written communication skills, demonstrating the ability to communicate effectively and positively with all colleagues
- Experience of creating a working environment that encourages equality, diversity and inclusion and the ability to create an inclusive, respectful culture within a team
- Ability to work collaboratively within a diverse team and treat all colleagues with dignity and respect
- Strong computer literacy with experience of relevant computer programmes

### Desirable:

- A knowledge of PSI and charity law as it relates to image licensing in museums



### The Disability Confident Scheme

Tate is committed to the employment, retention, training and career development of disabled people. In recognition of our commitment, Tate has been awarded the Disability Confident Symbol.



## Competencies:

- Able to demonstrate knowledge of licensing business with track record in successful sales in this area
- Able to demonstrate ability to ensure best systems are in place to deliver a licensing business
- Knowledge of intellectual property rights law
- Has a desire for success and inspires the same in others
- Coordinates cross-functional activity to achieve goals effectively
- Has the necessary emotional resilience and ability to deal with difficult situations
- Has a collaborative approach and proactively develops and maintains effective relationships
- Ensures that all relevant stakeholders have access to pertinent information to enable good quality solutions to be developed
- Identifies and anticipates customer expectations
- Anticipates obstacles to change and supports others in understanding change
- Promotes Tate's Dignity and Respect policy in all their activities



### The Disability Confident Scheme

Tate is committed to the employment, retention, training and career development of disabled people. In recognition of our commitment, Tate has been awarded the Disability Confident Symbol.