

**Role Profile**

**Role title:**  Licensing Development Executive

**Department:** Retail, Buying & Licensing

**Reports to:**  Senior Licensing Development Executive

**Role purpose** To recruit new licensees and retail partners, developing new licensed products and, increase products and income from existing partnerships to assigned targets set by their line manager while maintaining brand integrity.

**Dimensions:** Deliver income as per individual and team targets from the development of RHS licensed product. In 2021, the licensing team’s target is to generate over £1,210,000.

**Accountabilities**

1. To identify and recruit new licensing partners in line with RHS strategy and horticultural principles while protecting RHS brand values as per agreed targets.
2. To identify and recruit potential new direct to retail partnerships in line with RHS strategy and horticultural principles while protecting RHS brand values as per agreed targets.
3. To develop existing low to medium value licensing partnerships (with a value up to £35k per annum to increase/improve the product offering and maximise income for accounts as assigned by the Senior Licensing Development Executive.
4. To organise and plan their own workload, with their line manager, including time out of the office recruiting new partners, at existing account meetings, at trade shows or similar networking/new business opportunities.
5. To negotiate and draft contracts ensuring they are checked by the Senior Licensing Development Executive and accurately reflect the agreed terms and comply with current legal and charity legislation.
6. To ensure all new partnerships and new products comply with RHS brand, licensing, ethical and environmental guidelines. Sustainability is increasingly important to the RHS.
7. To monitor competitor activity, research and identify potential market trends. Present development opportunities and recommendations to the Senior Licensing Development Executive.
8. To monitor the generic licensing email address, present approaches from potential new licensees to the team and respond to product queries.
9. To maintain the licensing team’s promotional and marketing materials as requested by the Senior Licensing Development Executive.
10. To assist with organising licensing events to promote the RHS and build relationships with existing licensees as directed by the Senior Licensing Development Executive.
11. Ensure your own safety, and the safety of others who may be affected by your actions, adhere to Health and Safety legislation and good practice in accordance with the Society’s Health and Safety Policy and follow instructions and co-operate at all times with your line manager to enable the RHS to meet its legal responsibilities. Stop work if the nature of a situation involves risk of serious injury to any person and report any hazardous situation or defective equipment to your line manager without delay.
12. Undertake any other duties as may reasonably be required in the post.

**Role requirements**

**Knowledge, skills and traits**

***Essential:***

* Proven ability to deliver new business
* Able to identify opportunities and work under their own initiative
* Able to multi-task, managing their time and workload to meet deadlines
* Excellent written and verbal communication skills, able to collate and present information to internal & external stakeholders
* High attention to detail
* A positive thinker, keen to take on a challenge and deliver a successful outcome
* Able to adapt to changing business requirements and build relationships within an organisation and with external partners
* A willingness to learn
* A competent user of Microsoft Office, able to provide reports, presentations and maintain spreadsheets

***Desirable:***

* An interest in horticulture, the environment and ethical manufacturing issues

**Experience**

***Essential:***

* Experience of working within a sales and marketing environment
* Experience of delivering new business and income
* Experience of negotiating contracts
* Experience of researching and developing approaches and presenting to external stakeholders
* Experience of managing external partners
* Experience of working as part of a team and supporting colleagues as required

***Desirable:***

* Experience of the Brand Licensing industry and branded product development
* Experience of working within the commercial side of a charitable organisation

**Other Requirements**

This role includes travel to external meetings and events including overnight stays if necessary. Potentially 40% of the post-holder’s time may be spent out of the office meeting licensees and potential new partners, at other events or trade shows.

**Safeguarding**

In the process of recruitment, selection and appointment, the RHS implement a range of procedures and actions including criminal record checks to ensure children and vulnerable people are safeguarded and abuse is prevented.