

**Role Profile**

**Role title:**  Senior Licensing Development Executive

**Department:** Retail, Buying & Licensing

**Reports to:**  Licensing Manager

**Reports:** 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 while always 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 targets set by the Licensing Manager.
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 targets set by the Licensing Manager.
3. To line manage the Licensing Development Executive ensuring they are supported, informed and empowered to deliver to their personal and team targets.
4. To develop existing medium and high value licensing partnerships (with a value of up to £75k per annum) developing the product offering to maximise income as allocated by the Licensing Manager.
5. To organise and plan their own workload including time out of the office recruiting new partners, visiting existing partners, at trade shows or similar networking/new business events.
6. To draft and negotiate contracts ensuring they accurately reflect individual contract terms and comply with current legal and charity legislation.
7. To ensure all new partnerships and new products comply with RHS brand, licensing, ethical and environmental guidelines. Sustainability is increasingly important to the RHS.
8. To monitor competitor activity, research and identify potential market trends. Present development opportunities and recommendations to the Licensing Manager.
9. To maintain the licensing team’s promotional and marketing materials as requested by the Licensing Manager.
10. To assist with organising licensing events to promote the RHS and build relationships with existing licensees as directed by the Licensing Manager.
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. Ensure, so far as is reasonably practicable, the health, safety and welfare of your staff and volunteers, and that the activities for which they are responsible do not expose anyone to risks to their health or safety. Specific areas of responsibility include: ensuring staff and volunteers are adequately supervised, trained and provided with adequate instruction and information to carry out their work safely; ensuring that RHS procedures are followed and risk assessments are carried out; and procedures are in place to deal with emergencies.
13. Undertake any other duties as may reasonably be required of you in the post.

**Role requirements**

**Knowledge, skills and traits**

***Essential:***

* Proven ability to deliver high value new business, to agreed targets
* A self-starter, able to work under their own initiative and create opportunities
* Proven ability to think strategically, a positive thinker, able to find solutions to challenges
* Able to inspire others, a confident role-model with the ability to lead and support colleagues
* Able to multi-task, managing their and their line reports time and workload to meet challenging deadlines
* Excellent written and verbal communication skills, able to present information to all levels of internal/external stakeholders
* A quick-thinker, persuasive and diplomatic with high attention to detail
* Able to work under pressure, adapt to changing business requirements and build relationships
* A competent user of Microsoft Office. Able to produce presentations and reports, research via the internet, create and maintain spreadsheets

***Desirable:***

* Interested in horticulture, the environment and ethical manufacturing issues

**Experience**

***Essential:***

* Experience of working within the brand licensing industry, with licensees, manufacturers and retailers across multiple product categories
* Experience of delivering new business and income to pre-determined targets
* Experience of planning projects and managing accounts to maximise income
* Experienced at researching and developing propositions
* Experienced at communicating and presenting to a wide range of stakeholders
* Experience of managing external partners
* Experience of negotiating contracts
* Line management experience

***Desirable:***

* Experience of working within the commercial side of a charitable organisation
* Experience of developing sustainable products
* Experience of working within budgets

**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.