

Role profile – Senior Partnership Development Manager – Brand Licensing

Job Title	Senior Partnership Development Manager – Brand Licensing	
Reports to (Job Title)	Head of Partnership Development	
Directorate / Function	Partnership Development, Relationship Fundraising	
Supervises	Retail & Licensing Executive	
Job Level	D	
DBS Required	YES	

About Us

Every day brings new challenges at Great Ormond Street Hospital (GOSH). Every day, over 600 seriously ill children from across the UK arrive for life-changing treatments. Every day, young lives hang in the balance as patients, families and staff battle the most complex illnesses. And every day, the brightest minds come together to achieve pioneering medical breakthroughs that change the lives of thousands of children – and change the world. This extraordinary hospital has always depended on charitable support to give seriously ill children the best chance to fulfil their potential.

Without donations, Great Ormond Street Hospital Charity can't help fund ground-breaking research, advanced equipment, child and family support services, and the rebuilding and refurbishment of wards and medical facilities. Our staff help to raise these vital funds for the hospital and our Trustees have just agreed an ambitious new fundraising strategy as well as having committed to one of our biggest capital appeals in history. A better future for seriously ill children starts with you.

Role Purpose

To establish and deliver a brand licensing programme to deliver ambitious transformational growth plans to drive net income and exceptional supporter experience. This includes developing current and new assets, securing new partnerships and managing the sales, the development and growth of GOSHC IP, GOSHC products and associated products.

Main duties & responsibilities

The main duties and responsibilities of the role holder are as outlined below:

1. To establish a brand licensing programme, seeking to commercialise the charity's brand assets, including Peter Pan and other illustrations, photography

and archive materials, and developing brand strategies for existing and new opportunities.