Job Description and Selection Criteria

Job title	Head of Brand Licensing
Division	Gardens Libraries and Museums (GLAM)
Department	GLAM Divisional Office
Location	Central Oxford (Ashmolean Museum, Bodleian Libraries, Harcourt Arboretum, History of Science Museum, Museum of Natural History, Oxford University Botanic Garden, Pitt Rivers Museum). The role offers the flexibility to work remotely 1-2 days per week
Grade and salary	Grade 9: 55,636 - £64,228 per annum
Hours	Full-time (37.5 hours)
Contract type	Permanent
Reporting to	Commercial Director, Bodleian Enterprises
Vacancy reference	176831
Additional information	**You are required to submit a CV and a supporting statement with your application,** outlining how you meet each of the selection criteria for the role (see the 'How to Apply' section for further details). Please contact the recruitment team if you require the job description in an alternative format.
Closing date	12.00 midday Monday 27 January 2025

Job description

Overview of the role

The Gardens, Libraries and Museums are launching an exciting new initiative combining the University's and GLAM trademarks. Licensing programmes are an important commercial tool for cultural and educational venues, enabling them to derive significant revenue streams from granting third parties the rights to use their trademarks and collections content. GLAM has identified Brand and Image licensing across GLAM, and crucially, including the trademarks of the University of Oxford, as a major opportunity to generate new revenue streams and engage with a global audience. GLAM now seeks a successful and experienced Head of Brand Licensing to drive this forward.

The established trademark programme focusses on (i) branded clothing and gift merchandise aimed at the tourist market in both Oxford (7million visitors a year) and across the UK; and (ii) international markets, positioned as a lifestyle opportunity across fashion and other categories such as back to school, stationery, gift and home.

The successful candidate will manage and develop both propositions ensuring brand protection and compliance, income generation and growth, as well as sourcing and delivering content from GLAM's collections and potentially developing other University stakeholders.

Initially the successful candidate will be the only employee working exclusively on Licensing, supported by GLAM counterparts and colleagues. However, as the business progresses and moves forward we anticipate further recruitment of Licensing staff, reporting to the Head of Brand Licensing.

Responsibilities

Strategic

- Review all existing agreements and licenses in place for the trademarks of the University of Oxford.
- Review all existing agreements and licenses in place for the six individual institutions that make up GLAM.
- Identify and select licensing agents and consultants to represent the brand internationally or in specialist categories or sectors. Appoint and manage these partners against agreed targets and strategy and support their commercial activity.
- Manage and build relationships with license partners to maximize opportunities related to product development, commercial potential and international expansion.
- Present a strategy to GLAM Board and/or the GLAM Trading Company Board that takes the next step in our brand licensing journey whilst safeguarding and growing our financial returns.

Commercial

- Full accountability for the profit and loss and all financial forecasting.
- Lead negotiations on key commercial terms with new license partners alongside renewals with existing partners.

- With the support of appointed agents, consultants or directly, seek new leads and build a pipeline of potential brand partners that will complement and support the programme.
- Manage relationships with new and existing brand partners, ensuring a joined-up approach towards building value and long-term cooperation.
- Administrate and manage all contracts ensuring terms are tracked and complied with.
- Use market insights to identify and evaluate commercial brand partnership opportunities across all merchandise categories and across all shopping channels.
- Liaise with and nurture relationships with retailers in Oxford to control and minimise trademark infringement and ensure that the brand is represented appropriately in-store.
- Lead on ethical trading compliance and sustainability analysis using existing guidelines and helping to develop future policy.
- On-board new licensees and agents, with on-screen and in-person brand immersion and site visits.
- Manage product approvals, quality control and authentication processes – e.g. the Hologram scheme. Also, review the current service provider contracts in place to ensure they deliver the best solutions for the licensing programme
- Liaise with our legal representatives regarding all litigation, terminations, breaches and infringement and oppositions as well as trademark applications, renewals and infringement.
- Close liaison with our Finance team, ensuring that royalty reports are received in a timely way, invoices are raised promptly and that any overdue accounts are chased.
- Provide line management to members of the Brand Licensing team (when recruited).

Creative

- Manage and curate trademark, visual and design assets for licensees and agents to access for commercial interpretation and application.
- Liaise with internal stakeholders such as curators and librarians to identify opportunities within the collections and archives for use in the licensing programme.
- Develop a suite of credentials and creative presentations that agents and licensees can use for business development.
- Brief and direct creative agencies to deliver style guides and design assets to provide licensees and agents with packaged creative content for commercial application.

Marketing

- Develop a marketing strategy to promote the licensing programme in the trade media.
- Prepare and distribute information for trade media to highlight the licensing programme's initiatives and successes in order to build profile and support agents and commercial partners.
- Arrange paid for promotions and opportunities, and deliver required content.
- Represent the licensing programme at industry events such as Brand Licensing Europe
- Regularly update and communicate with agents and commercial partners via newsletter or other method.
- Create and maintain a LinkedIn account.

Other duties

- Participate in a regular Annual Review
- Undertake any necessary training identified
- Comply with health and safety regulations
- Comply with the policies and procedures set out in the Handbook for University Academic Related Staff
- Any other duties that may be required from time to time commensurate with the grade of the job

The Gardens, Libraries, and Museums (GLAM) reserve the right to make reasonable amendments to the job description in consultation with the post-holder at any time.

Department – GLAM Divisional Office

The GLAM Divisional Office, which is led by the GLAM Registrar, comprises nine teams who deliver services and support across the GLAM division. They include Audience and Engagement Support, Collections Moves, Commercial Systems, Evaluation and Data Analysis, Gardens and Museums IT, Marketing and Communications, Museum Digital Collections, Partnerships & Engagement, and Research and Impact.

For more information please visit: https://www.glam.ox.ac.uk/home

Selection criteria

Essential selection criteria

- Proven experience of developing and delivering a brand licensing strategy, including a track record of a proactive approach to business development in a licensing role with an international footprint.
- Excellent knowledge of IP rights in relation to image and brand.
- Strong understanding of the digital world and ability to identify potential opportunities within that for the development of licensing.
- Excellent verbal and written communication skills, demonstrating an ability to influence at very senior levels.
- Strong relationship management skills. Working effectively with internal and external stakeholders at the highest levels.
- Highly numerical and detail conscious, able to evaluate both financial and brand value opportunities and present robust and convincing business cases.
- A working knowledge of manufacturing processes, techniques and product safety marks and requirements.
- A working knowledge of Adobe Creative Cloud applications and file formats.
- A commitment to working sustainably in line with the University's environmental targets.

Desirable selection criteria

- Some experience of licensing within a cultural or educational context.

Pre-employment screening

Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated. You will also be asked to complete a health declaration so that you can tell us about any health conditions or disabilities for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at: https://www.jobs.ox.ac.uk/pre-employment-checks

Hazard-specific / Safety-critical duties

This job includes hazards or safety-critical activities. If you are offered the post, you will be asked to complete a health questionnaire which will be assessed by our Occupational Health Service, and the offer of employment will be subject a successful outcome of this assessment.

The hazards or safety-critical duties involved are as follows:

- Lone Working
- Regular manual handling

About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

Radcliffe Camera in Radcliffe Square

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford. For more information, please visit www.ox.ac.uk/about/organisation.

Division – Gardens, Libraries and Museums (GLAM)

Oxford University's Gardens, Libraries and Museums (GLAM) contain some of the world's most significant cultural and scientific collections. GLAM is a division within the University, which comprises: the Ashmolean Museum of Art & Archaeology, Bodleian Libraries, Botanic Garden & Harcourt Arboretum, Museum of the History of Science, Museum of Natural History and the Pitt Rivers Museum.

The Gardens, Libraries and Museums are integral to the delivery of the University's strategic aims of teaching, research and widening participation. They also embody the public face of the University, representing the front door to the wealth of knowledge and research curated by and generated at Oxford. Collectively they welcome over 3 million visitors each year.

The academic departments of the University are divided into four divisions: Humanities; Mathematical, Physical and Life Sciences; Medical Sciences; and Social Sciences. GLAM's collections and staff have strong connections with all of the academic divisions.
For more information please visit: **https://www.glam.ox.ac.uk/home**

How to apply
Applications are made through our e-recruitment system and you will find all the information you need about how to apply on our Jobs website https://www.jobs.ox.ac.uk/how-to-apply

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

As part of your application you will be asked to provide details of two referees and indicate whether we can contact them now.

You will be asked to upload a CV and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education, or during career breaks (such as time out to care for dependants).

Please note that if you do not upload a completed supporting statement and a CV, we will be unable to consider your application for this role.

All applications must be received by **midday** UK time on the closing date stated in the online advertisement.

References

Please give the details of two people who have agreed to provide a reference for you. If you have previously been employed, your referees should be people who have managed you for

a considerable period, and at least one of them should be your formal line manager in your most recent job. Otherwise they may be people who have supervised you in a recent college, school, or voluntary experience. It is helpful if you can tell us briefly how each referee knows you (e.g. 'line manager', 'college tutor'). Your referees should not be related to you.

Your referees will be asked to comment on your suitability for the post and to provide details of the dates of your employment; and of any disciplinary processes which are still considered 'live'. We will only take up references at offer stage.

If you currently work for the University please note that:

- As part of the referencing process, we will contact your current department to confirm basic employment details including reason for leaving

- Although employees may hold multiple part-time posts, they may not hold more than the equivalent of a full-time post. If you are offered this post, and accepting it would take you over the equivalent of full-time hours, you will be expected to resign from, or reduce hours in, your other posts(s) before starting work in the new post.

Information for priority candidates
A priority candidate is a University employee who is seeking redeployment because they have been advised that they are at risk of redundancy, or on grounds of ill-health/disability. Priority candidates are issued with a redeployment letter by their employing department(s).
If you are a priority candidate, please ensure that you attach your redeployment letter to your application (or email it to the contact address on the advert if the application form used for the vacancy does not allow attachments).

If you need help
Application FAQs, including technical troubleshooting advice is available at: https://staff.web.ox.ac.uk/recruitment-support-faqs

Non-technical questions about this job should be addressed to the recruiting department directly on recruitment@glam.ox.ac.uk

To return to the online application at any stage, please go to: www.recruit.ox.ac.uk

Please note that you will receive an automated email from our online recruitment portal to confirm receipt of your application. **Please check your spam/junk mail** if you do not receive this email.

Relocation
At the moment, the GLAM Divisional Office is not offering relocation expenses to this post

Important information for candidates

Data Privacy
Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at: https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy. The

University's Policy on Data Protection is available at: https://compliance.admin.ox.ac.uk/data-protection-policy

The University's policy on retirement
The University operates an Employer Justified Retirement Age (EJRA) for very senior research posts at grade RSIV/D35 and clinical equivalents E62 and E82, which with effect from 1 October 2023 will be 30 September before the 70th birthday. The justification for this is explained at: https://hr.admin.ox.ac.uk/the-ejra

For **existing** employees on these grades, any employment beyond the retirement age is subject to approval through the procedures: https://hr.admin.ox.ac.uk/the-ejra

There is no normal or fixed age at which staff in posts at other grades have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

Equality of opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

Benefits of working at the University

Employee benefits

University employees enjoy 38 days' paid holiday, generous pension schemes, flexible working options, travel discounts including salary sacrifice schemes for bicycles and electric cars and other discounts. Staff can access a huge range of personal and professional development opportunities. See https://hr.admin.ox.ac.uk/staff-benefits

Employee Assistance Programme

As part of our wellbeing offering staff get free access to Health Assured, a confidential employee assistance programme, available 24/7 for 365 days a year. Find out more https://staff.admin.ox.ac.uk/health-assured-eap

University Club and sports facilities

Membership of the University Club is free for University staff. It offers social, sporting, and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room, and swimming pool. See www.club.ox.ac.uk and https://www.sport.ox.ac.uk/.

Information for staff new to Oxford

If you are relocating to Oxfordshire from overseas or elsewhere in the UK, the University's Welcome Service includes practical information about settling in the area, including advice on relocation, accommodation, and local schools. See https://welcome.ox.ac.uk/
There is also a visa loan scheme to cover the costs of UK visa applications for staff and their dependants. See https://staffimmigration.admin.ox.ac.uk/visa-loan-scheme

Family-friendly benefits

We are a family-friendly employer with one of the most generous family leave schemes in the Higher Education sector (see https://hr.web.ox.ac.uk/family-leave). Our Childcare Services team provides guidance and support on childcare provision, and offers a range of high-quality childcare options at affordable prices for staff. In addition to 5 University nurseries, we partner with a number of local providers to offer in excess of 450 full time nursery places to our staff. Eligible parents are able to pay for childcare through salary sacrifice, further reducing costs. See https://childcare.admin.ox.ac.uk/.

Supporting disability and health-related issues (inc menopause)

We are committed to supporting members of staff with disabilities or long-term health conditions, including those experiencing negative effects of menopause. Information about the University's Staff Disability Advisor, is at https://edu.admin.ox.ac.uk/disability-support. For information about how we support those going through menopause see https://hr.admin.ox.ac.uk/menopause-guidance

Staff networks

The University has a number of staff networks including for research staff, BME staff, LGBT+ staff, disabled staff network and those going through menopause. Find out more at https://edu.admin.ox.ac.uk/networks

The University of Oxford Newcomers' Club

The University of Oxford Newcomers' Club is run by volunteers that aims to assist the partners of new staff settle into Oxford, and provides them with an opportunity to meet people and make connections in the local area. See www.newcomers.ox.ac.uk.

Research staff

The Researcher Hub supports all researchers on fixed-term contracts. They aim to help you settle in comfortably, make connections, grow as a person, extend your research expertise and approach your next career step with confidence. Find out more https://www.ox.ac.uk/research/support-researchers/researcher-hub

Oxford's Research Staff Society is a collective voice for our researchers. They also organise social and professional networking activities for researchers. Find out more https://www.ox.ac.uk/research/support-researchers/connecting-other-researchers/oxford-research-staff-society