

November 2017

Thank you for your interest in the post of Product and Enterprise Manager. Please find attached the following information:

- Job details
- Person specification
- General Terms & Conditions of Employment

If you would like to apply for this position, please submit a detailed CV and covering letter either in writing or by e-mail to:

Katharine Osborne
The Edward James Foundation
West Dean
Chichester
West Sussex
PO18 0QZ

Email: Katharine.osborne@westdean.org.uk
Tel: 01243 818313

Closing date for applications: 11th December 2017

We endeavour to respond to all applicants in a timely manner. If, however, you do not hear from us within two weeks of the closing date, please assume that your application has been unsuccessful on this occasion.

JOB DESCRIPTION

JOB TITLE	Product and Enterprise Manager
DEPARTMENT/DIVISION	Education
LOCATION	West Dean College
RESPONSIBLE TO	Director of Education
RESPONSIBLE FOR	Product Development, Conference and Events Design, Licensing and management of Commercial Enterprises.
MAIN PURPOSE OF ROLE	<p>To develop products and events that align with the West Dean College brand and maximise revenue opportunities whilst enhancing the reputation of the Foundation.</p> <p>To be responsible for the effective commercial management of West Dean IP assets.</p>

KEY AREAS OF RESPONSIBILITY

1. Responsible for the selection of merchandising and products that align to West Dean College brand and mission, for sale at West Dean campus and online retail sites.
2. Responsible for the creative design and development of new products specifically aligned to the proposed new Edward James exhibition at West Dean in collaboration with the collection and curatorial team.
3. Design and develop commercial hire and conference packages that align to West Dean College brand and mission, utilising West Dean resources and environment.
4. Responsible for designing creative content for both public and for private audiences for the events programme supporting the College's brand and conservation and arts. This includes small and large scale events.
5. Manage licensing to provide a centralised approach to managing and exploiting intellectual property across the organisation.
6. Overseeing identified commercial enterprises associated with the development of arts related products.

7. Establish and maintain key relationships with customer and stakeholder networks to maintain an awareness of key market trends in all key areas of responsibility.

Product Development

- Implement the Foundation's product development strategy ensuring the adequate operational structures are in place for its delivery.
- Develop new standard product ranges that are profitable, on brand and meet the expectations of the audience / buyers.
- Lead the product development programmes for specified ranges such as seasonal, exhibitions, events and other activities.
- Work closely with the collection and curatorial team to gain insight into the collection and inspire product development.
- Work closely with marketing and sales from development through to delivery to ensure products are brand consistent, and promotional and market opportunities are maximised.
- Ensure procurement and buying procedures and policies are implemented and adhered to,
- Develop an approved and appropriate supplier network
- Lead formal product briefings for the retail sales teams to maximise sales
- Monitor and produce feedback on the performance of new product lines
- Ensure all product concepts meet relevant regulations and trading standards.

Conferences & Public Events

- Create and deliver the creative content for the programmes through collaboration with internal stake holders
- Devise packages to increase commercial hire that also align with the education offering, strategic objectives and build the Foundation's reputation.
- Manage communication and enquires related to the development of all events and private hires.
- Assist in the organisation of in-house events, including fundraising and education events.
- Ensure event follow up and evaluation is carried out where necessary in pursuit of continuous improvement.
- Liaise with all internal stakeholder to ensure all programme dates and private hires align with other key activities.
- Work closely with Marketing and Sales to promote the programme.

Licensing IP

- Understand the overall licensing portfolio, strategic objectives for growth and delivery, and opportunities for development within the existing portfolio
- Identify new product licensing opportunities using the Foundation's content and brand, developing new products under licence with relevant suppliers in line with strategy
- Managing the product development process. Liaising with internal departments in order to gather feedback and comments. Collating all comments and

providing clear, comprehensive feedback and guidance to licensees at all stages of the process.

- Managing projects by liaising with internal and external contacts to ensure that production moves forward on schedule
- Keeping up-to-date with copyright legislation.
- Assisting in the monitoring of licensing income, generating orders and invoices, keeping accurate records.

Commercial Enterprises

1. Identify and pursue opportunities in existing product related commercial enterprises such as the craft shop and public events programme.
2. Set, monitor and review project timelines and priorities in relation to the business plan.
3. Manage the commercial enterprises staff team.

General

1. Build and maintain excellent working relationships, both internally within West Dean, and with external partners and suppliers.
2. Working collaboratively and effectively with colleagues across the Foundation.
3. Undertake any other duties as may be reasonably requested by the Director of Education.

This job description is subject to regular review in consultation with the post holder.

PERSON SPECIFICATION

Qualifications

Essential

- A Bachelor's Degree or equivalent professional experience.

Desirable

- Qualifications related to Project Management, Business or Management and Intellectual Property law/copyright.

Work Experience

Essential

- Three year's experience of working in enterprise in the art, museum, heritage or creative sector.
- Experience of product design and development for sale in a retail environment.
- Demonstrable experience of working with suppliers, designers and content owners to create commercially successful licensed products.
- Current experience of managing licensing and intellectual property in the visual arts, architecture or literature.
- Experience of managing budgets.
- Strong track record in planning and delivering events in an arts environment.

Desirable

- Retail buying and product development experience in the heritage and/or arts sector.
- Practical knowledge of copyright law.

Skills and Knowledge

Essential

- Strong commercial acumen.
- Excellent organisational and project management skills .
- Outstanding communication skills, with the ability to work in partnership, negotiate and build consensus.
- A strong visual aesthetic sense.
- A thorough understanding of the role of images in commercial licensing.
- Ability to demonstrate negotiation and influencing skills
- Good understanding of IT including Microsoft Office.
- Proven ability to produce management information including analysis and reports.

Personal Characteristics

Essential

- Ability to work as part of a team.
- Ability to work using own initiative within guidelines.
- Ability to prioritise and work effectively under pressure.

GENERAL TERMS AND CONDITIONS OF EMPLOYMENT

Contract:	Permanent.
Duties:	As attached job description.
Salary:	£30,000 per annum payable monthly in arrears by BACS transfer.
Hours:	35 hours per week.
Holidays:	36 days per holiday year (1 October to 30 September) inclusive of Bank Holidays.
Benefits:	Contributory pension scheme, childcare vouchers, Employee Assistance Programme, free and discounted places on short courses at West Dean College.