



JOB DESCRIPTION

Job Title	Head of Media Sales and Licensing
Department	Media Sales and Licensing
Directorate	Commercial Services and Operations
Reports to	Assistant Director of Commercial Services
Salary	£37,000 per annum + 20.9% employer pension contribution
Duration	Permanent
Normal Working Hours	36 hours net per week

We are one of the world's leading authorities on conflict and its impact on people's lives – from 1914 through to the present day and beyond. Our collections are filled with personal stories and experiences, inspiring powerful and often conflicting emotions. We aim to share these stories with as many audiences as possible across the world in a way that engages and challenges them; increasing understanding of why we go to war and the effect that conflict has on people's lives. In other words, we expect our stories to change the way people think about war.

We rely on our staff to help us achieve this aspiration. You should be able to demonstrate the skills and competencies set out below, but equally we are looking for people who believe in what we do and who we are, and can treat every colleague, customer or visitor with respect, courtesy and honesty. We expect our staff to work flexibly and with enthusiasm. These are the qualities that make IWM such an extraordinary place to work.

Purpose of the job

The Head of Media Sales and Licensing will lead the development of a new sales and licensing team that will incorporate our image and film licensing functions, as well as a new remote document supply service. The post holder will initially be responsible for the integration of these three disparate functions and then for the development of a strategy to modernise and develop our media licensing business as a whole. In particular, this will focus on the transformation of a business that is largely traditional to one that is largely digital. The development of a strong sales and key account management culture will be key to the future success of the team and this role, as will a good understand of the breadth and sensitivity of our collection.

Key duties

You will be expected to work independently as well as across different teams in order to contribute to and deliver the priorities of IWM - using your knowledge, skills, talent and potential to the best of your ability.

You will focus at all times on delivering excellent customer service, ensure value for money at all times while being professional, courteous and demonstrating the behaviours and attributes expected of all IWM employees. You will also adhere to all corporate standards, and use corporate systems as directed to ensure consistency of service, brand and operational standards.

You will be expected to work across departments effectively, working with individuals, partners and where appropriate volunteers.

To identify and implement learning and development needs for both yourself and your team, including volunteers, if appropriate.

You will be expected to comply with corporate standards, and use corporate systems, processes and procedures– and undertake any necessary training as directed.

In addition, your duties will include:

1. To lead the integration and development of a new team that will incorporate three functions in the museum that are currently separate: Image Licensing, Film Licensing and Remote Document Supply.
2. Engender an environment of trust, support and transparency, where team members are made to feel confident about thinking differently and trying new things.
3. Drive all cultural change within the department, developing different approaches to media sales and licensing to help meet our changing commercial ambitions and the museums changing funding needs.
4. To take lead responsibility for the development of a strategy that will instil a sales and key account management culture into the team and articulate a plan to transition the business from a traditional to an eCommerce oriented one.
5. To work closely with the CRM team to lead the integration of the museums' CRM Programme into the sales and media licensing function, ensuring that customer interaction data is captured consistently across all aspects of the function and that data is used effectively to drive the further engagement of our customers.
6. Take lead responsibility for the achievement of all commercial targets within the function. This will include the achievement of our income targets, but also the active management of our expenditure budgets to ensure our net profit targets are achieved. This will also include responsibility for the forecasting and reforecasting of commercial income and expenditure throughout the year.
7. To take lead responsibility for the development of new partnerships within the function and the key account management of selected key current partners. In particular, this will include the development of new relationships with leading picture and film licensing agencies and the management of key strategic customers.
8. To develop a good understanding of the scope and nature of the museum's collections and how they can be utilised sensitively to drive our commercial business. In particular, the postholder will play an active role in the selection of images that will populate our future eCommerce platforms and in developing relationships with key stakeholders in Narrative & Content to ensure our collections are used appropriately..
9. To nurture extensive working relationships with key stakeholders across the museum, in order to ensure the museum is supportive of the sales and media licensing strategy and is aligned to contribute to its implementation when necessary. Key stakeholder groups will include Narrative and Content Development, Collections Management, Digital Engagement, Customer Services and Marketing.
10. Take accountability for the financial governance and procedural compliance of the department. In particular, this will include ensuring the processes implemented in the Sales and Media Licensing team support our PCI compliance aims.
11. Take lead responsibility for the development and training of the Sales and Media Licensing team. This will include, in particular, the development of sales and key account management skills, eCommerce and CRM and, where appropriate, the development of curatorial expertise.
12. Act as key stakeholder in all strategic projects that significantly impact the Sales and Media Licensing function. This will, initially, include the Customer Relationship Management (CRM) and eCommerce programmes and more broadly will include the development of our Customer Service Strategy.

13. Play a full and active strategic role as a senior member of the commercial services team, contributing actively to the development of our broader commercial strategy and how it will be implemented across the museum.

This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated in consultation with you to reflect appropriate changes.

Person Specification: Head of Media Sales and Licensing

	Essential criteria	How this will be assessed
1	Educated to degree level or equivalent professional qualification	Application form
2	Extensive and up to date experience of leading teams within a sales or key account management environment, with an emphasis on creating business strategy, developing people and financial management.	Application form/Interview/Presentation
3	A successful track record of working at a senior level within a media licensing function.	Application form/Interview
4	A good understanding of eCommerce and CRM principles, with experience in sales and licensing of media in a digital environment.	Application form/Interview/Presentation
5	A self-motivated strong leader, who sets direction and pace	Application form/Interview
6	Demonstrable experience of being able to develop and manage key, strategic partnerships within a relevant industry.	Application form/Interview
7	Demonstrable experience of defining and implementing strategy within a relevant industry.	Application form/Interview/Presentation
8	A good understanding of financial and accounting processes.	Application form/Interview
	Key competencies	
6	Continuous Improvement (C)	Application form/Interview
	Takes a keen active interest in improving the services of IWM. Keeps up-to-date with changes and pro-actively solves problems.	
7	Results Drive (C)	Application form/Interview
	Remains focused on priorities and does all that is necessary to deliver results. Adapts well to changing demands, overcomes obstacle and remains in control when under pressure.	
8	Teamworking & Collaboration (C)	Application form/Interview
	Demonstrates a team-orientated approach. Builds trusting relationships, freely shares information with colleagues and listens to other ideas and perspectives. Supports others and helps to create a productive working environment.	
9	Customer & Communication Skills (C)	Application form/Interview
	Demonstrates a genuine desire to work with and serve the public. Engages positively with customers, develops a clear understanding of their needs and does all that is feasible to satisfy them.	
10	Promoting Diversity (C)	Application form
	Takes an active interest in making the museum a rewarding place to visit or work for people from all backgrounds. Builds understanding and empathy with all people and challenges bias of all types.	
11	Financial Management (C)	Application form/Interview
	Manages budgets effectively. Demonstrates a responsible attitude to available resources and uses them efficiently and effectively.	
12	Implementation of digital developments (C)	Application form/Interview
	Is digitally aware and responsible in own areas of work	
13	Communicating Effectively	Application form/Interview
	Communicates confidently and precisely when speaking and writing.	

	Changes the style of communication to match the needs of those present. Listens carefully and gets to the key issues quickly.	
	Desirable	
14	An interest in IWM subject matter.	Application form

Additional Information

Benefits

The benefits listed below are discretionary and IWM reserves the right, with due notice, to vary or withdraw them at any time. All such benefits apply during the course of your employment only.

- The annual leave allowance is 25 days per annum plus public holidays rising to 30 days after 5 years
- IWM is a member of the Civil Service Pension Scheme. Employer pension contributions to the civil service pension scheme vary but are normally between 16.7% - 24.3% dependent on salary and length of service.
- An interest free season ticket loan scheme after three months service.
- 20% discount in IWM's shops.
- 25% discount in IWM's cafes.
- Free entry to the majority of Airshows at IWM Duxford.
- Free entry to most fee charging exhibitions in other National Museums.
- Continuous professional Training & Development opportunities.
- Enhanced maternity and paternity benefits linked to length of service.
- Child care vouchers
- IWM staff are entitled to membership of the Benenden Healthcare Society (subject to their terms & conditions).
- IWM staff also have access to The Charity for Civil Servants.
- Ride 2 Work Scheme

Selection

The candidates who appear from their application to best meet the essential criteria will be invited to interview. It is thus essential that your application form gives a full but concise description of the nature, extent and level of the responsibilities you have held. The short listing criteria are detailed under the personal specification. Please ensure that you address each of the areas that are to be assessed on your application form. Applications by CV only will not be accepted.

To Apply

Apply online via our website www.iwm.org.uk/corporate/jobs

If you have any queries please contact us at recruit@iwm.org.uk

Please note we do not accept CV's, you will be required to fill in an online application form.

The closing date for receipt of applications is 9 am, Friday 16 December 2016.

Interviews will take place on Wednesday 21 December 2016.

We regret that if you have not heard from us within three weeks of the closing date your application, in this instance, has been unsuccessful.

IWM is committed to a policy of Equal Opportunities

