



Director of Partnerships & Licensing

We have an exciting opportunity for a Director of Partnerships & Licensing to join us here at Sanderson Design Group (SDG). As Director of Partnerships & Licensing, you will enjoy a critical leadership role within the Commercial team with responsibility and accountability for creating the Licensing strategy. Working in collaboration with the Group Commercial Director, you will drive opportunities both in the UK and on a global scale. Your main objective will be to strategically plan and develop the licensing strategy for SDG, which encompasses ambitious growth plans.

We are a collective of luxury interior brands, each with a special role to play, and two manufacturing brands (Anstey Wallpaper Company and Standfast & Barracks). At Sanderson Design Group we are Sanderson, Morris & Co., Zoffany, Harlequin, Clarke & Clarke, and Scion and our purpose is 'to bring the beautiful into people's homes and lives'.

Responsibilities

Commercial:

- Lead and drive the strategic Licensing plan and partnership business for the brands to deliver business growth globally aligned to the Group strategies
- Drive sales growth by strategically expanding the portfolio of customers and products
- Oversee the licensing budget and spend from a planning and tactical perspective, preparing the correct launch platform, analysing the performance of actual results against financial goals
- Work collaboratively with Lead Designers to produce lifestyle offers for our brands across all home product categories
- Negotiate and secure new and existing licensing agreements, and licensed promotions partners, forging strong retail relationships and performance
- Broaden appeal to a wider consumer base by instigating a diverse, new product profile across a strategic cross-section of potential licensees

Partnerships:

- Oversee all licensing briefs to Marketing as part of a response to a brief covering brand creative, customer marketing/point-of-sale, advertising, public relations, media planning/buying consumer insights and social enterprise within the annual and seasonal business and go to market calendars, respectively
- Spearhead the relationship with licensing partners to include the preparation and reporting of their businesses, oversight of their product and marketing, distribution, certificate of compliance, adherence to targets and commitments coupled to a rolling 3-year plan for growth
- Archive knowledge and awareness at a level to be able to talk about the archive with confidence
- Establish control-related standards and procedures for the Licensing Team

Measures of Success

- Year-on-year increase in royalties and licensing revenue by individual partners as set out in the budget and 5-year plan



- Develop further opportunities for licensing growth through new markets and product categories. Securing minimum guarantees and target royalties
- Seeking new leads and converting opportunities into new long-term successful partnerships
- Maximising existing partnerships
- Achieve financial and commercial results as per target and aligned to SDG commercial strategy
- Achieve licensing agreements and targeted collaborations as per strategic SDG plan

Skills & Experience

- Degree in Business, Marketing or a related field and/or equivalent
- Significant experience across brand licensing at a senior level
- Experience in setting a strategic and operational plan to deliver financial growth
- Experience in the luxury end of homewares, fashion or hospitality
- Direct sales experience
- Strong negotiation skills with demonstratable experience
- Ability to build strong, collaborative relationships with licensing partners from different geographical and cultural backgrounds
- A self-starter with excellent commercial and business acumen
- A highly self-motivated individual, good at negotiating and have interpersonal skills with the ability to relate to local cultural aspects and the desire to develop these skills further
- Possess an entrepreneurial spirit, with the ability to think out of the box to create innovative opportunities which will drive incremental sales
- Able to inspire and lead a team to deliver high performance
- Able to craft and deliver presentations at senior level and the ability to manage multiple projects
- Well organised with the ability to plan and deliver on tight deadlines with attention to detail
- Enjoys working in a team and jointly with several internal stakeholders
- Intellectual flexibility to reconsider historical approaches in business models in the context of the rapid evolution of the licensing landscape
- High-energy, active approach in both managing/pushing existing partners to success and identifying new opportunities
- Demonstrated ability to think & see the business environment from a macro point of view, while maintaining control of critical micro success factors
- Ability to manage a diverse scope of projects requiring detailed analysis, creative/practical problem solving, and sound judgement
- Strong analytical and numerical skills with the ability to build and explain financial models
- Comprehensive computer skills including Microsoft Office, Outlook, Word, Excel and PowerPoint
- Willing to travel regularly to engage directly with partners
- Driver's license
- Additional language skills would be an advantage but not essential

To apply, please send your CV to jobs@sandersondesigngroup.com



About us

Sanderson Design Group is an international luxury interior furnishings company that designs, manufactures and markets wallpapers and fabrics together with a wide range of ancillary interior products.

In 2020, we brought our portfolio of brands home to Sanderson Design Group, evoking the combined longevity and prodigious creative history of our brands. Sanderson Design Group describes the ebullience of our past endeavours. It sketches the outline of our future. A collective of quintessentially British luxury interior brands and 2 manufacturing brands, at Sanderson Design Group we are Sanderson, Morris & Co., Zoffany, Harlequin, Clarke & Clarke, Scion, Anstey Wallpaper Company and Standfast & Barracks.

Our purpose is "To bring the Beautiful into People's Homes and Lives". This has defined and shaped our brands since our very earliest days. The oldest brand in our arsenal, from where we derive the namesake of our group, began life in 1860, as an importer of fine French wallpapers to London. Arthur Sanderson & Sons Ltd played a pivotal role in defining English interior decoration tastes and its early success led to displaying designs at London's finest showroom, at Berners Street. Around this time in 1924, Arthur Sanderson & Sons Ltd were awarded The Royal Warrant, becoming "purveyors of wallpaper and paint" to the court of George V.

We recognise that each one of our brands contributes a unique chapter to our story. It is why we represent the full spectrum of British interior design, catering from cutting-edge sleek modern styles, to the hearty warmth of traditional forms. Our decision to rebrand as Sanderson Design Group in 2020 is our way of paying homage to our rich history, as well as marking our path towards a new future. As custodians of over 160 years of design experience, we are proud to Bring the Beautiful into People's Homes and Lives. We are Sanderson Design Group.