

JOB DESCRIPTION

Post Title:	Trademark Team Manager
Department:	Business Development
Responsible to:	Head of Business Development
Supervisory responsibility:	Trademark Duty Manger(s) Trademark Team Leader(s)
Date of Issue:	September 2020

Main Purpose of Job:

The Business Development Department (BD) works alongside The Vegan Society's (TVS) Communications and Campaigns, Policy and Research departments and generates the majority of the income for the charity via the Vegan Trademark licence fees and sales of our vegan supplement VEG 1.

The Trademark Team Manager will be responsible for managing the team members who register products with the Vegan Trademark. This includes elements of sales and customer service, licence renewals and updates, as well as developing mutually beneficial relationships with our trademark holders. The role will promote a culture of excellent customer service as well as efficiency in everything the team does.

Duties and Responsibilities:

Management

1. Manage the distribution of new workloads within the team.
2. Ensuring the team's productivity is effectively monitored and evaluated against individual and team KPIs.
3. Monitor and review income against targets.
4. Produce comprehensive reporting for the various income streams.
5. Manage the financial process and work collaboratively with the Finance Team.
6. Supporting the growth and development of direct reports towards excellence in their field, including appraisals and on-the-job training.
7. Conducting fair and inclusive recruitment for the teams.
8. Overseeing budget lines and authorising purchase orders as relevant.

Development

1. Create and review customer service and retention strategies.
2. Develop positive relationships with clients and work collaboratively with other departments to maximise the impact for the charity.
3. Develop our approach to working with new and existing trademark agents.
4. Develop new and existing KPIs related to the various strategic objectives that measure growth for the Trademark and Sales teams.
5. Contribute to trademark-related issues within the risk assessment strategy.
6. Conduct relevant and effective research related to the trademark.
7. Ensure systems used are fit for purpose and all staff have access to relevant training.
8. Project Management as required.

Other Duties

1. Provide absence cover for Business Development colleagues and deputise for the Head of Business Development.
2. General office duties, including dealing with own correspondence and filing own papers.

General:

The following duties are ones which all staff are required to perform:

- Observing health and safety procedures and working safely at all times.
- Contributing to wider organisational development and communications.
- Being responsible for your own continuing self-development, undertaking training as appropriate to the working environment and location, and developments in your role.
- Undertaking any other duties as required by your manager in order to meet the changing needs and demands of The Vegan Society.
- Positively and actively promoting The Vegan Society and its values.
- Conducting yourself with professionalism, tact and diplomacy at all times as a representative of The Vegan Society.

This job description is provided to assist the post holder to be familiar with their principal duties. It may be amended in consultation with the post holder without change to the level of responsibility or remuneration appropriate to the post. The job description is not exhaustive, and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

Data Protection

During your employment, The Vegan Society is required to tell you about the personal data that we collect about you and what we do with that information, including how we use, store, transfer and secure your personal data. You shall at all times comply with all relevant data protection legislation and all obligations imposed on you under The Vegan Society's data protection policy and privacy notice from time to time in force.

It is a condition of your employment that, as far as is possible and practicable, you adhere to a vegan diet and lifestyle.

PERSON SPECIFICATION

ATTRIBUTES	ESSENTIAL <i>These are qualities of the ideal candidate</i>	DESIRABLE <i>This information could be used to differentiate applicants.</i>
Qualifications	5 GCSE's (A-C). Relevant Customer Service/Business/Management/Marketing qualification or equivalent work experience.	CIM/other relevant customer service/marketing or sales qualifications.
Skills & Experience	Experience of working within a customer service role at management level. Proven experience of working to deadlines whilst maintaining the highest quality of work. Ability to develop and lead high performing teams in busy, pressured environments. Experience of managing change. Experience of effectively increasing sales on an on-going basis.	Experience in the FMCG sector. Experience in events management. Experience of liaising with sales agents.
Knowledge	High level of understanding of business operations: production processes, trademark administration, marketing, PR, and sales. Understanding of corporate identity and branding issues. Understanding of the organisation's values, standards and processes to make consistent and appropriate judgements. Understanding of the marketplace and our competitors. Understanding of customer needs and economic trends. An understanding of the importance of customer service and proven experience of delivering effective customer service. Understanding of B2B customer needs and wider economic trends relating to vegan	Good knowledge of the wider vegan movement and issues relating to veganism. Knowledge of appropriate trade shows, both established and new.

	<p>products and supplements market.</p> <p>Understanding of working in/with NGOs or small charitable organisations.</p>	
<p>Personal Qualities & Competencies</p>	<p>Calmness under pressure.</p> <p>Target/results orientated.</p> <p>Professional and responsible approach.</p> <p>Confident and friendly manner.</p> <p>Discreet and confidential.</p> <p>Articulate, proactive and outgoing.</p> <p>Efficient, organised, reliable and effective.</p> <p>Approachable and adaptable team player.</p> <p>Adhere to a vegan lifestyle for duration of employment.</p> <p>Willingness and ability to undertake appropriate training and development as required.</p>	

Received by:

Name:

Signature: Date: