

MR. MEN™
LITTLE MISS™

Become part of our Mr. Men Little Miss team and the Sanrio family. Mr. Men Little Miss is part of the Sanrio Group. With a 90+ strong cast, the brand has brought fun and laughter for over 45 years. The characters identify with a multigenerational audience through self-expression, colour, simplicity and humour. Currently one Mr. Men and Little Miss book is sold every 2.5 seconds worldwide, and lifetime sales total 250 million books.

An exciting role on a nine months fixed term contract has come up at our London office to work in the Mr. Men brand management team as

Brand Manager (m/f/d)

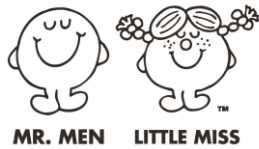
Your responsibilities

PRODUCT DEVELOPMENT:

- Drive product development through regular meetings, workshops and communication with licensees to ensure projected forecasts and retail listings are on track.
- Communicate all new artwork and style guides to licensees upon launch. Provide creative support for licensee.
- Educate and advise on the Mr. Men brand ensuring quality and consistency across all territories.
- Approve product from concept to production, manage samples and work closely with sales to support launch.
- Complete regular competitive shops, retail research and visit tradeshows to understand up and coming trends.

PUBLISHING:

- Work with the Brand Director to develop and deliver the Mr. Men global publishing programme including working with Adam Hargreaves and freelance writers to deliver required content.
- Focus on key publishing partners to develop territory specific programmes by advising them of new titles, identifying new trends and formats and capitalising on areas of development.
- Approve all final book files before print and retail delivery.
- Work with publishers to develop their marketing plans to support their front list and approve all assets.



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- Support the Brand Director in providing a bespoke service to halo partnerships when creating titles for promotions, marketing campaigns and collaborations.
- Support the Brand Director on the Publishing budget ensuring that talent and publishers are invoiced.
- Update the Sanrio Publishing catalogue with all titles including new book formats and marketing collateral from all territories ready for key trade shows and sales meetings.
- Manage Publishing Assets on the Sanrio Licensing Platform.

Our requirements

- 1 -3 years' brand management experience.
- Highly organised with strong communication skills and retail/commercial awareness.
- An enthusiastic and positive influencer who loves to roll their sleeves up and get the job done.
- Happy working in a small team with a broad and varied remit.
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What we offer

- Mentoring and career development.
- Responsibility at an early stage with broad experience to be gained
- The opportunity to be part of a team that takes care of an iconic brand.
- Early finish on Fridays.
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If you are interested in this fantastic opportunity and would like to find out more about it please contact us via email and send your motivation letter as well as your CV to careers@sanriolicense.com. We look forward to hearing from you.