



Together, we make it V&A

South Kensington
Brand Licensing Marketing Manager

V&A

Brand Licensing Marketing Manager

Reports to	Senior Creative Manager
Department	Brand Licensing
Line Management	None
Principal Location	V&A South Kensington
Hours	36 hours per week
Salary	£40,500 - £46,000
Work pattern	Full time, Monday - Friday
Contract	Permanent





Who we are

The V&A is a family of museums dedicated to the **power of creativity**. Our mission is to **champion design and creativity** in all its forms, advance cultural knowledge, and inspire makers, creators and innovators everywhere. We share a 5,000-year-old story of creativity through **exhibitions, events, educational programmes, digital experiences, conservation, research**, and an ever-evolving national collection of over 2.8m objects spanning **every creative discipline**.

The V&A's commercial department has developed an award-winning global brand licensing programme, the profits of which are covenanted to the V&A.

Working closely with colleagues in the Brand Licensing and Marketing teams, this role is tasked with developing and implementing marketing guidelines for third parties and supporting and advising licensees with best practice for their individual marketing campaigns.

About the role

This role is an integral part of the V&A Brand Licensing and Marketing teams - engaging and supporting all marketing elements of the V&A's Brand Licensing programme. You will support licensees with their marketing campaigns, across global markets including UK, Europe, USA, Japan, China and South Korea.

1. With guidance from the Brand Licensing Senior Creative Manager and Deputy Head of Integrated Marketing engage with licensees to identify and prioritise the key projects and launches in the seasonal calendar.
2. Provide project support to Brand Licensing Account Managers on campaigns owned by V&A brand licensees while implementing and updating where required the V&A Marketing and Press Guidelines document.
3. Working with the Brand Licensing team, manage schedule of projects and content, editing copy and ensuring visuals are accurate and relevant for the specific market and in accordance with the V&A's brand guidelines. Co-ordinate and manage supply of assets and campaigns helping licensees to plan and make best use of finite internal resources.
4. Working with the Brand Licensing Account Managers, manage schedule of projects and content, ensuring copy and imagery is delivered to promote the brand licensing programme on a B2B basis at trade shows and trade advertising in offline and online press and other relevant industry events.
5. To work cross-departmentally to produce video and image content to promote the V&A's brand licensing programme in trade press.
6. To be conversant with the V&A's social channels, particularly in China, in order to be able to confidently support significant merchandise promotions.
7. Work with internal departments to identify opportunities to cross-fertilise licensee activity and maximise revenue generation. Co-ordinate and share campaign performance data to optimise efficiency, helping to support a results-focused approach to digital campaigns.
8. To support licensees with photo/film shoots at V&A sites. Coordinating logistics, working closely with curatorial teams and the Brand Licensing team, while ensuring all V&A Health and Safety protocols, security procedures and museum restrictions are followed.
9. To work with the museum's commercial publicist to ensure press releases are shared and are in line with the museum's guidelines. To ensure a V&A presence at Press events and ensure brand ambassadors and influencers are in keeping with the museum's values.
10. To submit brand licensed products to relevant industry awards ceremonies to include excellent written copy.

What we're looking for

- Excellent standard of written English to include copywriting, editing and proof-reading. Keen eye for detail and an aptitude for developing content tailored for multiple audiences.
- Proficient in the basics of digital campaign reporting, able to use data and insight to make decisions and improve effectiveness.
- Experience of using MS Office, Google Analytics and other relevant IT systems to an intermediate / advanced level.
- Confident numeracy, able to analyse data and financial inputs to manage budgets and plans.
- A strong track record in delivering high impact, innovative campaign strategies and skills in B2C and B2B online and offline marketing in a relevant consumer environment.
- Experience of working with design teams, brands and agencies to produce marketing materials and production plans (from print to digital display and social media assets), making best use of available resources.
- Highly motivated, self-starter with the ability to work collaboratively with different teams, working to tight timelines and delivering high quality work whilst managing multiple projects.
- Curious and culturally engaged, staying up to date with trends and developments in the marketing, digital and cultural space.
- Excellent interpersonal and communications skills, with the ability to act with confidence at a senior level, present campaign ideas and influence decisions, with the ability to adapt your communication style for different groups.
- Ability to think creatively and flexibly, use problem solving skills and working under own initiative to manage high workload and multiple priorities whilst meeting deadlines.
- Share our Values of Sustainability, Equity, Creativity, Collaboration and Generosity.



Why work here

We strive to integrate **equality, diversity, and inclusion** consistently and naturally into all our activities.

We are proud to be an **open, tolerant, and diverse** organisation. We want to do more to welcome a broader audience and develop a more diverse workforce.

We work closely with our **staff networks** to develop our employee experience.

The V&A values are **Equity, Sustainability, Generosity, Collaboration and Creativity.**

We are committed to a strict **zero tolerance policy on any discrimination, harassment or bullying.**

Disability Confident

We are committed to guaranteeing an interview for applicants who declare they have a disability and meet the minimum criteria for the role.



What we offer you

- **29** days of holiday + public holidays each year
- **5.5%** employee pension contribution, **10%** employer pension contribution (*post-probation*)
- Life assurance scheme (*to value of 4 x annual salary*)
- Family-friendly policies e.g. enhanced maternity + paid carers leave
- An interest-free loan for a travelcard, bike, or for a deposit if you're renting (*post-probation*)
- Free sanitary products for all employees across our sites
- Free entrance to many major museums and exhibitions
- Benefits platform offering discounts at major retailers
- Socials events, such as staff summer and Christmas parties
- An Employee Assistance Programme – free and confidential services to provide support
- Tickets to V&A exhibitions for you, your friends or family + 25% discount on V&A shops and cafes



What next

Apply here [Vacancies at the V&A · V&A](#)
Application Deadline 1 December 2025

We operate anonymous shortlisting at the V&A. This means that the manager cannot see your name, contact information, or equality data when shortlisting your application.

We are a Disability Confident Employer offering guaranteed interviews to those who declare their disability and meet the job criteria under the Disability Confident Scheme.

Interview/Assessment days 10 December 2025
Potential Start Date As soon as possible

Any Questions?

Contact our Recruitment team at careers@vam.ac.uk



Thank you

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