



## Merchandising and Licensing Coordinator

Opened in 2021, Harry Potter: A Forbidden Forest Experience is an official experience partner of Warner Bros., producing a new concept experience for fans of the film franchise.

A night-time woodland trail filled with magical creatures and wizarding wonders from the Harry Potter and Fantastic Beasts films, guests explore the sounds, lights, and special effects that bring the magic of the Wizarding World to life. The trail has already won awards within the experiential tourism industry and is set to become a global project. With expansion plans for multiple sites around the world, with a focus on Europe and America in 2022-23, we are expanding our team to facilitate this exciting growth.

### **Location:**

Remote working with flexibility to travel for meetings and site visits. During the event delivery phase you will support operations by attending event sites. Office space is available in Stamford, Lincolnshire, but attendance at the office is not mandatory.

### **Working Hours:**

Typically 09:00 – 17:00 or 10:00 – 18:00 five days per week. Some evening and weekend work will be required during key project phases. Flexibility on working hours is a must, given transatlantic teams.

### **Salary:**

Up to £200 per day depending on experience. Freelance position.

### **Overview:**

As the project moves into an exciting phase of global expansion, to multiple sites, we are looking at expanding our retail licensing and merchandising offering. You will be assisting the Merchandise & Licensing Lead with the day-to-day tasks relating to the management of the Experience's merchandise & licensing programme and retail operations. The role will cover the retail offering for sites within America and across Europe.

### **Responsibilities:**

- Assist with new product development to expand the official merchandise portfolio to ensure all products reflect the Experience and appeal to our fanbase.
- Sourcing suppliers, ensuring all suppliers/products are compliant with guidelines, assisting with negotiations and managing the product design, approval and manufacturing processes.
- Working with existing franchise licensees to expand range and support the Experience.
- Assisting the Merchandise and Licensing Lead in playing an active role in supply chain management to ensure optimum performance.
- Set-up and maintain the online supplier/licensee management platform, inputting contract details and regularly updating, reviewing and approving inventory and sales reports; enable tracking of granted rights, payment terms and royalty invoicing.

- Where relevant, coordinate planning, development and delivery of supplier/licensee training, to help suppliers/licensees understand the core brand, positioning and strategy.
- Undertake market analysis, researching trends within the fashion, toy, Experience and wider licensing landscape to identify new merchandise categories to help expand the merchandising and licensing portfolio.
- Help identify fan/guest engagement opportunities to promote merchandise and licensed products with the objective of driving sales via official retail channels.
- Delivering day to day administration tasks relating to licensee/supplier accounts

**What you'll need to succeed:**

- Interest in Entertainment/Film Franchise, branding and retail
- Experience within a brand merchandising and licensing environment, ideally in an entertainment/film franchise is desirable
- Ability to multi-task and handle multiple on-going projects
- Highly organised and adaptable with a keen eye for detail
- Enthusiastic, self-motivated team player with the ability to show initiative
- Desire to learn and develop within a small and growing team
- Commercial interest in driving revenues
- Good communicator
- Able to travel occasionally with some weekend work required

**Key requirements:**

Must be able and have experience in using Google Drive and the Google suite of applications including Sheets, Word, Google Meetings.

**If you are interested in this role, please send your CV and Cover Letter to [staffing@ravenswoodexp.com](mailto:staffing@ravenswoodexp.com).**

For more details about the project please see our website:

[www.hpforbiddenforestexperience.com](http://www.hpforbiddenforestexperience.com).

Article giving details on the project:

<https://blooloop.com/brands-ip/in-depth/harry-potter-a-forbidden-forest-experience/>

***This role may be closed without notice due to the volume of applicants.***