

Licensing and Marketing Coordinator

The Museum of the City of New York celebrates and interprets the city, educating the public about its distinctive character, especially its heritage of diversity, opportunity, and perpetual transformation. Founded in 1923 as a private, nonprofit corporation, the Museum connects the past, present, and future of New York City. It serves the people of New York and visitors from around the world through exhibitions, school and public programs, publications, and collections.

The Museum seeks a Licensing and Marketing Coordinator to work directly with the VP of Marketing and Communications. The Marketing Coordinator supports the Museum's earned income (sales) in the areas of TV and livestream content development, digital experiences, and consumer products. The position is responsible for the coordination of various business development initiatives through organizing, streamlining, and maximizing intellectual property efforts in order to support new initiatives and ultimately drive revenue for the Museum.

In addition to working closely with outside consultants and law firms, the Coordinator will also interface frequently with other areas of the Museum including Curatorial, Collections, Finance, and Rights and Reproductions.

Duties and responsibilities:

Essential responsibilities include, but are not limited to, the following:

- Act as liaison, to support the VP, of Marketing and Communications in the daily management of relationship and correspondence with agencies, partners, licensees, and legal counsel, including assistance with rights and reproductions/collections, production, marketing, presentations, and digital media
- Work with licensees to incorporate, and ensure proper representation of, the Museum of the City of New York's intellectual property and brand identity through all facets of product development; monitor compliance, adherence to style guide, and trademark clearances (as needed)
- Work with outside legal counsel on providing examples, registering and clearing the Museum's trademark and assets for use in TV and livestream content development, digital experiences, and consumer products.
- Manage all aspects of licensed product approval process, including concept, artwork/design, packaging, marketing materials and promotional plans
- Maintain internal database of category license agreements including associated territories, categories, sales and royalty rates, terms, and annual marketing commitments
- Assist with P&L and budget projections, including input on quarterly and YOY sales and royalty analysis, licensed product performance and category forecasting
- Work with Finance to help procure timely payments from licensees, including advances, royalties and minimum guarantees, and to process royalty payments and ensure compliance with license agreements
- Support international group licensing partners, working in conjunction with agencies in designated global regions outside the U.S.
- Collaborate with cross-departmental account teams to develop and implement promotional activations, including drafting contracts, consumer engagement at retail channels (e.g., eCommerce and social commerce), and fulfilling deliverables

- Support VP and partners with regular reporting updates, including a quarterly report
- Work in conjunction with Business Development team to provide prospective licensees with marketing support materials that facilitate the sales process, including prospect research, tracking lead status, implementing onboarding protocols, and researching opportunities to build new prospects in the category
- Coordinate partner activations and fulfillment needs at marquee MCNY events, such as Annual Gala, Louis Auchincloss Prize, Spring Symposium and other on-site events.
- Develop, document, and maintain policies, procedures and guidelines related to licensing and group rights program
- Regularly monitor and assess licensee distribution channels to ensure MCNY intellectual assets, brand identity, and quality is consistent with approved materials
- Coordinate, attend, and assist with departmental participation and activities at trade shows and other industry conferences/events, as directed
- Perform other duties as assigned

Supervisory Responsibility

None

Qualifications

- Bachelor's Degree in Marketing, Museum and/or Collections Management, Business or related field
- Minimum of one to two years of proven licensing or marketing experience, required.
- Proficiency in Microsoft Office products
- Proficiency in CRM management is a plus
- Creative, strategic and analytical thinker with the ability to manage multiple projects
- Organized and detailed with exceptional verbal and written communication skills
- Ability to work in a nimble and entrepreneurial environment and meet aggressive deadlines
- Ability to analyze data to discover trends and patterns
- Take initiative on projects and also act as team player
- Strong computer skills, including Microsoft Word and Excel, and an understanding of database management.
- Savvy in social media and other digital platforms

Working Conditions

While performing the essential functions of the job, the individual works a Monday-Friday with occasional weekend or evening work required. The individual must be available to attend and participate at onsite and off-site events and meetings as needed. Work is primarily onsite at the Museum, with temporary remote work two days a week. The Museum environment is fast-paced and in an open office plan setting.

Physical Requirements

While performing the essential functions of the job, the employee is regularly required to remain stationary seated at computer desk, with frequent use of repetitive motion, and fine motor skills to keyboard. This position requires constant near visual acuity including reading fine print and use of computer. The individual must have the ability to lift a minimum of 20 lbs., troubleshoot and manage multiple projects with ease and calm.

In accordance with applicable law, all employees must be fully vaccinated against COVID-19. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

BENEFITS

The position is part-time, temporary, and eligible for safe and sick leave, and Employee Assistance Program. Your employment relationship with the Museum qualifies you for free or discounted admissions to other participating cultural institutions.

HOW TO APPLY

Please email your resume and cover letter in pdf format to the Museum of the City of New York Attention: Human Resources Department to jobs@mcny.org. To be considered, please include **Licensing and Marketing Coordinator** within the subject line of your email.

The Museum of the City of New York is committed to fostering a collaborative and respectful work environment with a staff as diverse as New York City and the audiences who are curious about learning more about its history and engaging in contemporary urban issues. Our staff members are dedicated to working towards a common goal: creating the most dynamic and inspiring city museum in the world.

The Museum of the City of New York is an equal opportunity employer. As such, the museum provides equal employment opportunity for all employees and applicants without unlawful discrimination with respect to age, citizenship status, color, creed, disability, ethnicity, gender identification or expression, marital status, military status or veteran, national origin, political association, political/personal convictions, predisposing genetic characteristics, race (including traits historically associated with race, such as hair texture and style), religion (including attire, clothing or facial hair worn in accordance with religious requirements), sex (including pregnancy, childbirth or related medical conditions and transgender status), sexual orientation, socio-economic status, geographic location, philosophies, or any other classification protected by federal, state or local laws, in all employment decisions, including but not limited to recruitment, hiring, training, compensation, promotion, demotion, transfer, lay-off, and termination, and all other terms and conditions of employment. The museum complies with applicable state and local law governing nondiscrimination in employment which prohibits discrimination and harassment against any employees, applicants for employment or interns, as well as contractors, subcontractors, vendors, consultants, other individuals providing services in the workplace or their employees in every location in which the museum has facilities.