

Job Description

Job title:	Business Development Manager	Department:	Rights & Licensing
Reports to (title):	Senior Business Development Manager	Division:	Academic
Date:			

PURPOSE OF THE JOB

To maximise the rights income for the Academic Division where it relates to the sale and licensing of rights to third parties globally by identifying new content licensing initiatives, negotiating deals and managing their implementation

OTHER RELEVANT STATISTICS ABOUT THE SCOPE OF YOUR JOB

As well as handling licensing enquiries and managing existing business, the Job Holder is expected to spend a large proportion of their time pro-actively seeking new business opportunities for selling digital rights to OUP content. The Job Holder must keep up-to-date with the rapid advancement of technology and changing market demand and balance the need to grow licensing revenue with the need to ensure that such activities do not impact negatively on, but rather complement the efforts of institutional subscriptions and direct consortia sales. The Job Holder is expected to attend the London Book Fair and Frankfurt Book Fair each year, as well as occasional sales trips.

STAFF NUMBERS OF THOSE WHOSE REPORTING LINES COME UP TO OR THROUGH YOUR JOB

The Job Holder does not manage any staff, although within the Business Development team there is a Licensing Operations team responsible for assisting the Job Holder with administrative tasks, as well as a Licensing Manager responsible for drawing up and negotiating contracts to the specification provided by the Job Holder

PRINCIPAL ACCOUNTABILITIES/KEY RESULT AREAS

STRATEGIC BUSINESS ACCOUNTABILITY: Responsible for digital licensing and business development for the Academic books and journals content, ensuring that all available resources are harnessed to the growth of this rights revenue streams and achieving maximum leverage through close cooperation with internal colleagues and society partners, as well as reporting to the Senior Business Development Manager (line manager) and Director, Corporate Sales & Licensing, on opportunities and income.

LEAD GENERATION AND QUALIFICATION: Continually identify and track through Salesforce.com potential business partner leads across multiple market segments with the aim of maximising the reach of Academic content through licensing content to meet customers' needs. Conduct business meetings with potential customers to clearly present/articulate Academic product offerings, promote the strength of OUP's offerings versus competitor offerings, and determine potential partnership models. Understand customers' needs and budget availability in addition to their fit with the OUP mission to determine viability of leads converting to licensing opportunities. Convert leads to licensing opportunities that meet Academic's strategy for digital dissemination of content and optimise long-term revenue generation.

NEGOTIATION: Develop and negotiate bespoke pricing terms, including the identification and development of new business models. Use sales data to determine optimal pricing to ensure financial risk is mitigated against, and primary sales channel is not eroded. Ensure that internal stakeholders are involved appropriately to achieve strategic long-term value addition across financial years.

STRATEGIC PARTNERSHIPS: Implement and manage the strategic partnerships for OUP in a number of the key digital licensing areas globally to maximise the benefits of such agreements in terms of both increased revenue and wider dissemination. Continually monitor customers' performance and position in the market to identify upsell opportunities for additional content on an ongoing basis.

FINANCIAL ACCOUNTABILITY: Work closely with Operations and Finance to help them budget and forecast rights revenue for incorporation into the Academic Sales, Rights and Licensing budget, and with the Licensing Manager to provide them with any necessary information to prepare estimates for inclusions in bids submitted by Editorial for potential new journal acquisitions.

PRODUCT KNOWLEDGE: Develop and foster an in-depth knowledge of OUP's Academic content offering, books and journals, and speak regularly with Marketing and Editorial for support in matching customer needs with content solutions.

NEW BUSINESS OPPORTUNITIES: Identify new business opportunities in the fast-moving world of digital delivery, keeping abreast of new industry initiatives, technologies and competitor activity through attending relevant fairs, exhibitions and conferences.

KNOWLEDGE AND EXPERIENCE

- Ability to build and maintain strong relationships with customers and colleagues
- Experience of generating new leads/business
- Negotiation skills, including ability to think creatively & strategically to optimise 3rd party partnerships
- Account management experience
- Ability to read and interpret complex legal contracts
- Excellent communication and interpersonal skills (verbal and written)
- A positive, resilient attitude
- Ability to proactively manage workload and be an effective, organised independent worker yet work as part of a team
- A customer-focused approach
- Excellent Microsoft Office skills
- Meticulous attention to detail

KEY INTERFACES

- **Internal:** Sales, Editorial, Finance, Legal, Marketing, Content Delivery
- **External:** Established business and start-ups in the primary academic sector such as database aggregators, healthcare companies, software developers, law firms etc, as well as secondary and tertiary markets across various market segments.

DIMENSIONS

Digital licensing (excluding dictionaries) brought in £8.5 million in bottom line income for OUP in FY 20/21 and is slated for annual growth in our strategy plans going forward.

ORGANIZATION CHART

