

Position Title: Director of Trademark Licensing  
Department: Trademark Licensing  
Supervises: Assistant Director of Trademark Licensing

### **Position Purpose**

The Director of Trademark Licensing position provides overall management and direction for the Trademark Licensing program for Florida State University. Responsible for maximizing royalty revenues through innovative and proactive retail marketing strategies while protecting and managing the integrity of the University brand.

### **Principal Responsibilities**

- Establish and maintain the overall strategic direction of the licensing program.
- Direct and provide leadership in the area of institutional trademark policy and licensing regulations.
- Ensure the trademark licensing program is continually exhibiting best practices in licensing strategy and methodology while taking advantage of evolving trends for product categories and new distribution opportunities.
- With the support of the Assistant Licensing Director, approve and promote correct usage of university images, logos, symbols and marks on promotional, retail and internal merchandise.
- Work with CLC to develop and implement programs to increase licensing revenues and positive brand exposure.
- Cultivate and manage numerous relationships with licensees, retailers, industry organizations, multimedia rights partner, and campus groups.
- Responsible for coordination and education of university departments and campus groups on licensing issues and trademark matters.
- Analyze royalties and other reports to set and guide the licensing program's strategic plan and to produce reports for senior administration.
- Monitor University's domestic and international trademark portfolio (make adjustments when needed in collaboration with University Legal Counsel and outside counsel).
- Works with General Counsel and/or University Communications on requests for external, non-retail, use of University trademarks.
- Develop and negotiate terms for licensing-related contracts (example: Fanatics, CLC, Nike).
- Serve as primary University liaison with CLC in reviewing licensing applications, promotional requests, enforcement activities and program coordination.
- Monitor the marketplace for unauthorized trademark usage.
- Be an active member of the NIL working group to enhance NIL and branding opportunities for FSU student-athletes and stakeholders while maintaining FSU's brand standards; work alongside group licensing agencies on NIL programs for FSU student-athletes.
- Serve as primary university liaison to the official e-commerce provider of the Athletic Department (currently Fanatics).
- Serve as primary university liaison with the Fair Labor Association.
- Oversee the Assistant Licensing Director.

### **Education & Experience**

- Bachelor's degree required.
- Minimum 7 years of experience in management with diverse responsibilities in licensing, sports business, or a related field.
- Strong background in collegiate licensing or retail experience preferred.

## **Skills and Abilities**

- Communicate and interact effectively, respectfully and appropriately with diverse populations within the Athletic Department, the University, and the Community.
- Strong interpersonal skills.
- Proven leadership qualities that can be utilized to collaborate effectively across a variety of stakeholders
- The ability to lead stakeholders to create movement on strategic priorities in a timely manner
- Knowledge of trademark practices and demonstrated history of performing related duties in high profile setting.
- Handle multiple tasks in a high stress environment.
- Ability and willingness to work some nights and weekends.
- Efficiently operate a personal computer and associated software (Outlook, Word, Excel, etc.)

## **Salary**

Commensurate with experience