



SMILES WANTED!



FOCUS on Making People Happy!

At FOCUS Brands, our mission is to FOCUS on Making People Happy!

In addition to the requirements outlined below, an important part of this role will include living up to the following mission and values . . .

OUR GUIDING VALUES:

- FOCUS on Results instead of activity as the true measurement of success.
- Be passionate about our responsibilities and act within the highest ethical standards.
 - Not settle for "good enough."
 - Treat the company's money as if it was our own.
 - Be open; always share the good as well as the bad.
- Continually seek to do things better, pursue best practices, and take calculated risks.
 - Communicate timely, effectively, and respectfully.
- Treat all FOCUS constituents as our most important assets and strive to always exceed their expectations.
 - Keep our promises.
 - Look at challenges and problems as opportunities for learning and creativity.
- Take ownership of our personal and professional development by continually seeking growth opportunities.
 - Cheer on our co-workers and, together, celebrate our successes.
 - Have fun while working hard.

Role	Brand Licensing Manager
Operating Company	FOCUS Brands
Business Unit	Brand Licensing
Reports To	Director, Brand Licensing

HUMAN RESOURCES ONLY	
Prepared By	A. Allen
Created Date	
Revised Date	3/31/2010
Exempt	<input checked="" type="checkbox"/> x <input type="checkbox"/>
Non-exempt	<input type="checkbox"/>

ACCOUNTABILITY

The Brand Licensing Manager is responsible for facilitating the day-to-day management of licensing programs across the Cinnabon, Moe's, and Schlitzsky's Brands, enabling the growth and success of FOCUS Brands Licensing Department.

PRIMARY RESPONSIBILITIES

- Facilitates licensed product packaging and advertising development
- Coordinates packaging and advertising approvals with legal, creative, and marketing departments
- Provides financial analysis and background research of licensing partners
- Manages Licensed Products Promotion & Cross Promotional Creative Development
- Manages Licensed Products Consumer Testing
- Coordinates internal licensee project timelines, and documentation
- Manages contract files and related documentation
- Manages licensee payments
- Administers licensee plans and forecasts
- Coordinates Licensed products consumer complaints.

DESIRED KNOWLEDGE, SKILLS & ABILITIES (KSAs)

- Undergraduate degree preferred
- Licensing, marketing, and/or business development experience
- CPG or foodservice experience a plus
- Ability to interact with all level of internal and external partners
- A client service mentality with excellent communication, organization, and problem-solving skills
- Ability to multi-task
- Strong proficiency in Microsoft Office programs. Knowledge of graphic design programs a plus