



## Would you like to work with Harry Potter, Rick & Morty, Game of Thrones, Batman and many other global brands?

### Retail & Brand Coordinator

NLC, a leading licensing agency covering Nordic & Benelux regions, are looking for a Retail & Brand Coordinator based in our Copenhagen office. The role reports into NLC Brand Management Director.

The primary task is to support Nordic and Benelux retail and category teams enabling them to increase sales of licensed consumer products on behalf of our brands owners.

The role has many touchpoints across functions both internally at NLC and with external international partners and it is essential to keep track and own the execution of projects from beginning to end.

#### Retail coordination responsibilities

- Support Nordic and Benelux retail teams in developing campaign mechanics (plug & play) and overall materials
- Execute retail plans with retailers marketing teams, coordinate and support on practical tasks
- Help brief creative agencies on the development of material and be responsible for their deliveries

#### Brand management responsibilities

- Support Brand Management Director in developing and executing brand management plans
- Prepare and send out monthly brand newsletter to licensees, content aligned with Brand Management Director
- Update & localize brand decks and present these to NLC category teams
- Constantly collect, share, present and archive all relevant brand marketing materials shared by licensors
- Work closely with WarnerMedia and Mattel local offices and different divisions
- Responsible for planning and execution of annual NLC local brand summits

#### NLC Marketing support

- Ensure NLC's official webpage is always up to date
- Upload of relevant news on LinkedIn in agreement with Brand Management Director
- Develop and book ads in trade medias as needed in agreement with Brand Management Director

#### Required profile

At NLC we are working with people across different cultures, companies and nationalities, and therefore this role requires strong communication and interpersonal skills. You need to be curious by nature, outgoing and not afraid to reach out to our partners to create a strong network.

You have a creative mindset and excellent PowerPoint skills. You see pride in creating amazing presentations that impress and engage your audience.

You have good presentation skills and feel comfortable presenting in front of an audience. You are fluent in Danish and English both in writing and oral.

You are accountable, and stay focused and motivated in a fast-changing working environment, which at times requires endurance and a "can-do" attitude.



You have a relevant background within digital marketing e.g. from Copenhagen School of Design and Technology (KEA) or Copenhagen Business Academy. You are well-founded and have personal interest in digital marketing e.g. SoMe, SEO etc. You understand the digital customer journey including a future inbound marketing strategy that will lead to measurable business results with our retailers.

Experienced user of the following programs: Adobe Illustrator, After Effect, InDesign, and Photoshop. Microsoft Office programs; Outlook, Excel, Word, and PowerPoint.

We expect, that you are a young profile with 1-3 years of experience within the marketing field from an international leading company!

If you see yourself in the position and would like to become a part of our NLC team then please send your application in English to Managing Director Kirsten Gyde [kg@nordiclicensing.com](mailto:kg@nordiclicensing.com)

You can read more about NLC on our corporate site [www.nordiclicensing.com](http://www.nordiclicensing.com)

### **Why join NLC?**

NLC is a small company with a fast pace and informal culture. We constantly aim to deliver great results for our licensors, licensees and NLC. So, if you want to have fun, learn, grow, and work with global power brands, then NLC is the place for you.

### **About NLC**

NLC's headquarter is in Copenhagen. We represent major brand owners as WarnerMedia, Mattel & Tour de France. NLC cover all aspects of brand growth, including licensing, retail, brand management, product development, finance, and contract administration. We are a team of 14, where 11 are based in Copenhagen and 3 in our sales office in Amsterdam.