



JOB DESCRIPTION

Post: Picture Library Sales Executive

Department: Tate Images

Reporting to: Image Licensing Manager

The Company Tate Commerce is a wholly owned subsidiary of Tate. Work at Tate Commerce ranges from publishing, retail and merchandising roles to operations, finance and licensing.

Tate Commerce shares Tate's mission to promote public knowledge, understanding and enjoyment of British, modern and contemporary art. Its role is to maximise profits and extend the value of the Tate brand, to support Tate's work and collection.

The Department Tate Images Department is responsible for generating income from the licensing of Tate's photography to a range of external clients and managing a number of Artists Estates as Copyright Agent.



The Disability Confident Scheme

Tate is committed to the employment, retention, training and career development of disabled people. In recognition of our commitment, Tate has been awarded the Disability Confident Symbol.

Purpose of the job: The role is responsible for effectively managing, negotiating, and generating income from image sales, licenses, rights, and additional copyright clearance, being proactive in up-selling images and identifying new sales avenues for Tate's image content. The team provide and build excellent customer relations with clients and handle request in a timely, effective and professional manner. As Sales Executive you will investigate, catalogue and promote new content for licensing.





Main responsibilities and duties

Sales and Rights

- Negotiating fees, copyright, and image rights in accordance with Tate Images' current structures
- Proactively follow up clients who have not cleared rights for image usage
- Generate relevant documentation (invoices etc.) within the office DAMS
- Utilise pricing agreements, face-to-face meetings to develop existing client relations
- Initiate and proactively up-sell images to new clients
- Meet individual and team monthly sales targets as set by the Manager

Customer Service

- Respond to customer's needs efficiently and professionally, acknowledging all requests and communications, and returning telephone messages
- Ensure commercial requests are dealt with within current service level agreement
- Develop effective and strong relationships with commercial clients (particularly 'key accounts') to encourage new business
- Develop a comprehensive understanding of the structure of Tate, and Tate Images to inform clients in a clear and precise way what service Tate Images can provide,
- Advise clients on Artistic Copyright issues
- Understand and service appropriately any special or unique third-party relations, such as those between BBC, or exhibition clients

Digital Image Service

- Develop a comprehensive knowledge of all image sources within Tate such as Tate Archive or Tate Photography
- Develop an understanding of the relevant processes and structures in place to request and extract images from the above sources
- Utilise a variety of digital image processing programs (Photoshop, ProStock) to process new digital images for licensing

Business Development

- Proactively locate, catalogue, and make available new content for Tate Images to license and display on www.tate-images.com



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- Promote the online self-service facility via www.tate-images.com
- Where possible clear rights with artists or their estate to be able to display thumbnail and preview images on www.tate-images.com
- Attend image fairs to increase awareness of Tate Images, our content, fees, and services, and to promote www.tate-images.com
- Utilise social media platforms, newsletters, and phone calls to market Tate Images

General

- Develop a working knowledge of all roles within the team and be able to provide cover during annual leave or sickness absence
- Assist the Manager in the recruitment process
- Share information and ideas on systems and procedures through regular team meetings
- Develop good working relationships with other Tate and Tate Enterprises staff
- Develop a working knowledge of the UK and International image licensing industry by attending seminars, trade fairs, of conferences
- Ensure that debt is reviewed, and outstanding payments are chased monthly within the first week of each month
- Any other tasks as may reasonably be requested by the Image Licensing Manager



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Person Specification

Essential:

- Experience within a picture library or knowledge of the photography licensing industry
- Experience or knowledge of negotiating fees and images rights with a variety of clients
- Experience in using Microsoft Office Outlook (Words, Excel and Outlook)
- Knowledge of UK and International Copyright Law
- Excellent Customer Service skills
- Excellent time management skills
- Communicates clearly, keeping others informed appropriately
- Adheres to Tate's Diversity and Inclusion policy in all their activity
- Passion for what we do, with an interest in art and the aims of Tate

Desirable:

- Experience with Photoshop and/or an Image Management System
- An interest in art history
- Experience in meeting monthly targets
- Knowledge of the Image licensing industry
- Highly motivated, with a can do attitude



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