



Partnerships and Collaborations Lead

The Company

Located in Malvern, Worcestershire, Morgan Motor Company Limited is an innovative British sports car manufacturer known for its hand-crafted sports cars. It is also a £35m turnover, profitable manufacturing business employing 230 people at its Malvern factory. Morgan distributes via a network of c.70 dealers globally, with export markets representing around 70% of production demand annually.

This new role is based within the Marketing department and focussed around developing Morgan's portfolio of brand partnerships and collaborations. This is an area of the business with huge potential for growth and revenue, along with the opportunity to attract new partners and to develop existing collaborations.

Reporting to the Head of Marketing and based within the Marketing Department at the Morgan Experience Centre in Malvern.

Key Responsibilities

The role will include but not be limited to the following:

Partnerships and Collaborations:

- To engage with existing brand partners, collaborators, and licensees to further develop strategy and explore opportunities for growth and future potential.
- Work with the wider Marketing, Design and Experience teams to develop a partnership target list and approach strategy for the brands on the list.
- Maintain a commercial approach to negotiating the terms of any partnership for the benefit of the business, balancing revenue opportunity with audience reach and capture.
- Prepare all documentation, agreements and contracts and apply exacting attention to detail over the completion of these documents, along with royalty and license payments.
- Develop reciprocal Marketing and PR activity along side the brand partner and wider Marketing team.
- Further develop Morgan's existing Brand Partner Guardrails. These are the parameters by which Morgan's brand values and integrity are upheld.
- Maintain a global outlook to ensure that operations support Morgan's growth strategy in overseas regions where required.
- Attend shows, events and activations periodically as required.

Intellectual Property:

- Co-ordinate the Morgan's IP strategy alongside the wider internal IP working group, consisting of individuals from Marketing, Design, Sales and Finance.

- Monitor use of Morgan IP by unauthorised third parties and take appropriate action to prevent misuse.
- Liaise with Morgan's trademark lawyers with regards to new or existing registrations, designs and patents as required.
- Co-ordinate regular reporting to/from trademark lawyers.

Pre-Requisite Knowledge, Skills, Training and Experience:

- Demonstratable prior experience from a similar collaborations, brand, and partnerships role.
- A working understanding of IP laws.
- Previous experience of drafting agreements/contracts.
- Previous marketing and brand experience.
- A passion for premium, heritage and lifestyle brands.
- Proven ability to inspire and influence an audience through negotiation skills and an entrepreneurial outlook.
- Excellent written and verbal communication skills.
- Computer literacy and accuracy.
- Highly motivated, organised, attention to detail and the ability to efficiently time-manage.
- Proactive personality unafraid to challenge current thinking and strive for continuous improvement.

Wider business support:

A unique cultural aspect of the Morgan business is the ability take ownership of challenges. This helps all departments of the business to operate as a single team, always willing to lend support resources, knowledge, and skills for the benefit of the wider business.

Terms & Benefits

- 37.5 hours per week which may include some weekend work on-site or at shows/events as required.
- Salary negotiable dependent upon experience.
- 33 days holiday per year.
- Pension scheme (5% contribution from Morgan).
- Private Medical Insurance (BUPA).
- Cycle2work scheme.
- EV Salary Sacrifice scheme.
- Enhanced paternity, maternity & sick pay benefits.

How to Apply

Please write to careers@morgan-motor.co.uk with a CV and supporting statement. Please also include your salary expectations.