

JOB DESCRIPTION

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| Job Title | Brand Governance Manager | | |
| Reports to | Content Operations Lead | | |
| Department | Brand and Marketing | | |
| Job Family | Brand | Level | 4 |

About the School

London Business School's academic strength and global outlook drives original and provocative business thinking. We challenge conventional wisdom, enable the transformation of careers and organisations and empower our people to change the way the world does business.

Our purpose is to have a profound impact on the way the world does business and the way business impacts the world. The School is consistently ranked in the global top 10 for its programmes and is widely acknowledged as a centre for outstanding research. As well as its top-ranked full-time MBA, the School offers degree and award winning executive education programmes to organisations and their people from around the world.

With a presence in three international cities – London, New York and Dubai – the School is well positioned to equip students from more than 130 countries with the tools needed to operate in today's business environment. The School has more than 47,000 alumni, from over 150 countries, which provide a wealth of knowledge, business experience and worldwide networking opportunities.

London Business School's 100+ faculty come from more than 30 countries and cover seven subject areas: accounting; economics; finance; management science and operations; marketing; organisational behaviour; and strategy and entrepreneurship.

About the Department

The Brand & Marketing function has an important role to play in helping achieve LBS's strategic vision to deliver rigorous lifelong learning, for our global community, through our London hub.

This means, we work hand-in-hand with our impact streams to take our learning offer, learning experiences/outcomes and faculty thought-leadership to market - to specifically appeal to, drive consideration and preference for and support advocacy of the LBS brand as a learning partner throughout individual careers and organisational transformation.

We are the voice of our customers: degree-seekers, working professionals, corporates and our alumni. We do this through expressing our brand with marketing campaigns, content and experiences that connect with people in a consistent, compelling and uniquely LBS way - wherever they are in their journey with us.

By doing this, we support the commercial objectives and resonance of LBS and the brand; we engage our Brand & Marketing team around our focus and plans; and we build a high-performing and accountable culture that is appreciated by all, for doing the right thing.

Job Purpose

This is a critical role in successfully transitioning the content and collateral production of London Business School assets to a Self-Serve and External Agency/Freelancer model (from an in-house studio model), ensuring colleagues, partners and all commissioned suppliers of artwork, design, video, animation, illustration, copywriting and podcast production create and produce work for LBS that adheres to Brand Guidelines.

This will include developing training & induction manuals/programmes to educate, inform and build the knowledge of our community about the LBS brand, including training on Brand Guidelines, processes for brand approval and regular monitoring and auditing of brand compliance.

Creating a new network of Brand Champions across the School will be required, mobilising and inspiring these colleagues to 'be the voice of the brand' for their individual departments/teams.

The Brand Governance Manager will be accountable for ensuring all assets that are produced until the LBS brand are compliant and of high-quality – having clear communication with colleagues and suppliers where guidelines aren't adhered to and/or mis-used.

Key areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Brand Guidelines Expertise

- Be the Brand Expert, and the 'go-to person' for the correct application of the London Business School brand.
- Drive improved consistency and compliance of Brand Guidelines.
- Ensure Brand Guidelines are always up-to-date and reflective of any brand identity enhancements and/or evolution.

Brand Tools & Platforms

- Lead the systems required to drive brand governance – the DAM and Wrike (Workflow Management system) are the engines required to drive best in class delivery.
- Work with Content Operations Lead on the effective scoping, procuring and implementation of a Self-Serve Utility for on-brand assets via toolkits and templates.
- Develop brand toolkits required to deliver key initiatives around the school.

Brand Reviews & Compliance

- Lead and respond on all Brand Identity queries, relating to content creation and brand approvals for all visual assets where required.
- Lead on all brand compliance checks for external partners who create advertising and marketing on our behalf, including agencies, freelancers and other learning partners eg. Emeritus & Pearson.
- Be responsible for the development and deployment of Brand Induction/Brand Refresher modules for internal and external colleague's and partners.
- Develop regular reports to monitor compliance trends, risks, and performance.
- Supports Annual Marketing Review for a select criteria of materials. Proof-reading, review against brand, legal, compliance guidelines, approve materials, and escalate high risk reviews.

KPIs:

- Enhanced performance of our content and thought leadership content through telling the LBS story in a powerful and consistent way staying true to the DNA of our brand.
- Elevation of our brand allowing LBS to maintain its world leading position.
- A connected and engaged community of staff driving brand advocacy with everyone acting as a Brand Ambassador supported by Brand Champions.
- Training and upskilling of staff and suppliers on our brand guidelines and tone of voice.

- High performance in any future brand audits.
- Reduction in 'off-brand' materials produced from within our community.

Knowledge/Qualifications/Experience required

- Professional branding and/or marketing qualification or equivalent experience.
- Experience working with or producing different marketing assets
- A keen understanding and experience of using Brand Guidelines, branded assets and tool-kits.
- Knowledge of and experience using digital tools and platforms that support digital asset management and brand governance activities.
- Experience or ability to create engaging training programmes for stakeholder learning
- Excellent communication skills with the ability to engage a variety of audiences.
- Excellent organisational skills and the ability to manage multiple internal and external stakeholders.
- Experience of managing contractors and/or agencies.

Resources including team management

Reporting into the Content Operations Lead, the Brand Governance Manager has no direct report or line management responsibilities.

