

JOB DESCRIPTION

Job Title	Enterprise Manager		
Reports to	Executive Director		
Department	Institute of Entrepreneurship and Private Capital		
Job Family	Business Services	Level	4

About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

About the Department

The Institute of Entrepreneurship and Private Capital ('IEPC') - originally known as the Deloitte Institute of Innovation and Entrepreneurship - was established in 2010 to bring together activities formerly under the auspices of the Foundation for Entrepreneurial Management (FEM) and the Institute of Technology.

In 2021, the Institute of Entrepreneurship and Private Capital (IEPC) was born from a timely merger of the Institute of Innovation and Entrepreneurship and the Centre for Private Equity.

Both the Institute and Centre were already hugely significant, within London Business School and as parts of the wider business ecosystem. It now aspires to become an unparalleled centre for education, policy shaping and events covering all aspects of entrepreneurship, from idea generation to financing, and private markets investing. The IEPC will help create and finance the companies of the future and shape the people who will lead them, commensurate of a globally leading business school.

Job Purpose

Responsible for delivering all experiential programmes and events within the IEPC, helping to design and deliver excellent initiatives for the School's students and alumni community. Working with the IEPC's Executive Director and supported by the rest of the IEPC team, the postholder will leverage opportunities and identify existing synergies with other existing programmes to improve outreach and engagement across LBS.

You will be responsible for the delivery of a set of core co-curriculum programmes within the IEPC's portfolio targeting the LBS community. Specifically, the role requires the management and officiation of:-

- the IEPC's various mentoring initiatives, working with alumni entrepreneurs and industry experts to provide 1:1 support to our student and alumni community
- the IEPC's annual events programme, which includes but not limited to a sequential series of speaker sessions relating the entrepreneurial journey and related finance as well as its flagship conferences
- internship opportunities across the start-up and finance communities; and
- the School's flagship Incubator programme which represents a showcase of entrepreneurship and generates many of the success stories coming out of the School as well as measurable data for reporting and survey purposes.

Where there is an opportunity to introduce additional experiential programmes, the role will extend to cover involvement in the design of any such new offerings, its content, project management, as well as planning and administrative liaison across London Business School and outside organisations to effect implementation.

Integral to the role, the Enterprise Manager will need to develop and enjoy a close working relationship with the School's

- Marketing and Communications departments and the IEPC's marketing lead to drive an effective communications strategy for the IEPC's experiential offering and its events;
- Admissions department to support enquiries from potential applicants who are interested in coming to London Business School to pursue an entrepreneurial or finance related career path
- Career Centre to promote entrepreneurship or finance as potential career paths, through events, collaboration and ongoing updating of digital course media
- Visa Department for the evaluation of entrepreneurship visa applications

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Contribute to the strategic design, development, management and promotion of the student and alumni entrepreneurial career paths
- Support the implementation of plans for the IEPC to facilitate the achievement of their goals
- Contribute to the development of key performance indicators to enable the assessment of the quality and impact of initiatives.

Collaboration

- Build and manage a network of people working part-time and sometimes pro bono for the School, to deliver on the aforementioned initiatives.
- Work collaboratively with other stakeholders, for example Faculty, other senior managers within the school, external contacts in government, sources of funding (Business Angel Networks, Venture Capital firms), and other academic institutions, again to help build and maintain the above initiatives.
- Where appropriate, represent the IEPC in cross-departmental initiatives to enable London Business School to better meet its strategic goals.

Brand Management

- Oversee the design and delivery of high-impact initiatives to ensure that content/ materials used in projects is of a consistently high standard, adheres to London Business School brand and external compliance requirements.
- Quality-assure the drafting of key brand policy documents to ensure full compliance to London Business School's rules and regulations, and brand guidelines.
- Collaborate with peers to ensure that audiences are appropriately segmented and targeted in campaigns and initiatives so that the right messages get to the right people and deliver the best result.

Project/Campaign Management

- Manage the execution of experiential projects and/or initiatives and events to promote the Institute and School's reputation, as well as complement its research and teaching.
- Chair the Incubator programme to identify and work with a Selection Committee and thereafter manage the programme's delivery throughout the academic year to maximise the performance of the cohort

Analysis and Reporting

- Lead evaluation activity to assess and report on the success of initiatives against key performance indicators and overall departmental objectives and ensure that findings feed into continuous improvement.

Financial Management

- Contribute to the allocation of the IEPC's budget to ensure well planned activity, value for money and cost control

KPIs:

- Well defined, clearly communicated and executed strategies and/or plans for area of work.
- Trusted adviser relationships developed with the internal community and other stakeholders.
- Excellent feedback from stakeholders.
- Creation of engaging content and materials.
- Successful development and implementation of initiatives.
- Development of Key Performance Indicators developed for an area of work.
- High-quality work delivered by external contributors.
- Contribution to cross-School initiatives.
- Projects delivered on time, on budget and to quality standards.
- Accurate budgets adhered to, no overspend and value for money demonstrated.

- Contribution to continuous improvement in School rankings.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- Experience of managing programmes and events in complex organisational environments
- Experience of managing multiple and diverse projects at any one time with competing deadlines
- Experience of conducting and managing day-to-day administrative tasks in a busy office environment
- Experience and knowledge of entrepreneurship and entrepreneurship education
- Excellent communicating and influencing skills, with the ability to negotiate, collaborate and influence.
- Awareness of the activities of the organisation and competitor business schools.
- Ability to scan the horizon, identify industry best practice and translate this into future planning for own area of specialism.

Personal Qualities

- Strong personal interest in and enthusiasm for all aspects of business creation, growth, funding and entrepreneurship in general
- Strong communication and presentation skills
- Ability to establish rapport and build strong networks inside and outside the School

Major Contacts and Communications

- External contacts, including investors and professional advisors

Staff	
Budgets	
Date Updated	