

JOB DESCRIPTION

Job Title	Engagement Manager – Recruitment & Admissions		
Reports to	Senior Engagement Lead		
Department	DECC		
Job Family	Relationship	Level	3

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

Degree Education contributes to the School vision by:

- Attracting and selecting talent from around the World
- Creating an environment in which students can learn
- Maximising student and alumni career opportunities through developing their career skills and engaging with employers.

We aim to create an exceptional learning environment for a global, cross-generational community of intellectually curious, critical thinkers.

Degree Education is responsible for designing, promoting, recruiting for and delivering London Business School's portfolio of degree programmes. Programmes include the MBA, a suite of Executive MBA programmes (London-based, Dubai-based, EMBA-Global with Columbia Business School and EMBA-Global Asia with Columbia, the Sloan Masters in Leadership and Strategy, the Masters in Finance (fulltime and modular), the Masters in Management (MiM) and the Global MiM and the Masters in

Financial Analysis (MFA). The degree portfolio represents over 60% of the School's revenues. A number of programmes are ranked in the top 10 by the Financial Times.

Job Purpose

The Engagement Manager is responsible for the operational delivery of the engagement plan. This role is focused on the Graduate Masters Degree Portfolio (Masters in Management, Global Masters in Management, Masters in Financial Analysis and Masters in Analytics & Management)

The ultimate goal of the role is to provide our Recruitment & Admissions (R&A) colleagues with best opportunities to engage with high quality and diverse candidates to recruit them into our degree programmes.

This will be achieved via a number of engagement activities that appeal to broad audiences: owned virtual and in person events; third party and fair events; digital communications; Partner relationships; blog and on demand video content.

Guided and supported by the Senior Engagement Lead, the Engagement Manager will focus on a the Graduate Masters portfolio of degree programmes allowing them to become audience experts and valued partners to their relative R&A portfolio team. They will be responsible for the operational planning and delivery of their engagement plan and the Engagement Coordinator will assist them to achieve this.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Engagement planning

- Contributes to the strategic engagement plan by making data driven recommendation on what is working well and identifying gaps in content
- Leads detailed planning process to schedule events and DCs and agree content/themes in collaboration with Associate Director Engagement, Senior Engagement Lead and R&A stakeholders
- Works with R&A stakeholders and fellow Engagement Managers to book third party events and fairs in line with Recruitment & Admissions Directors' priorities and feeds this into the strategic and detailed engagement planning. This is to be done in line with department budget

Manage the delivery of in person and Hybrid events

- Oversees the booking of venues and catering in line with budget
- Oversees the booking of travel in line with budget
- Ensures all events has the required contributors and that they are briefed
- Collaborates with R&A stakeholders, and external stakeholders where necessary, to ensure content of sessions meets objectives and is clear an understood. Supports with presentation materials and research where required
- Attending on-campus events to manage the smooth running

- Delivers post event round up, and leads post event meeting for complex and high profile events

Manage the delivery of virtual events

- Generate zoom links and distribute with stakeholders
- Liaise with stakeholders where required to collate and distribute pre-event information
- Ensures all events have the required contributors and that they are briefed
- Collaborates with R&A stakeholders, and external stakeholders where necessary, to ensure content of sessions meets objectives and is clear and understood. Supports with presentation materials and research where required
- Attend and run 'complex' virtual events to ensure smooth running (check stakeholders are comfortable with slides, mics are working, cameras are on). Set up pre event information for 'complex' virtual events in Zoom Events
- Moderate Q&A where necessary
- Collate registration and attendance data
- Delivers post event round up, and leads post event meeting for complex and high profile events

Manage delivery of digital communications

- Design and compose email communication for portfolio in collaboration with R&A Stakeholders.
- Collaborating with a range of stakeholders to source or generate content to support communications needs
- Support with curating marketing lists when necessary
- Content composition, data segmentation, deployment and monitoring performance of "high profile" emails – dedicated events mailer, monthly portfolio/programme mailers, more complex content led communications
- Monitor performance data to ensure that communications are effective and achieving their objectives

Support the success of the Engagement Team and wider R&A team

- Manage data for the portfolio ensuring it is GDPR compliant
- Collaborate with R&A stakeholder to identify content for MediaSite & Blog to support success of overall content strategy
- Write blog posts where appropriate, collaborate with contributors to ensure blog content is relevant and up to date, review and refresh existing content where necessary
- Monthly reporting for pipeline meetings and attendance of pipeline meetings
- Contribute to annual reporting for EOY
- Manage cross-prog events and comms where appropriate
- Produce infographics & support with branded materials for portfolio team where necessary
- Day to day management of portfolio budget
- AdHoc projects as time and interest allows

Relationship Management

- Contribute to the development of recruitment & engagement plans for the area, providing information to enable efficient and effective planning that meets departmental objectives.
- Act as a key liaison for stakeholders to build relationships and promote the School's offerings
- Apply knowledge and exercise judgement to diagnose stakeholder needs
- Utilise knowledge of candidates needs to produce materials, in accordance with guidance from more senior colleagues, to be used to create a narrative and increase engagement.

Analysis and Reporting

- Liaise across the team to prepare reports to inform review, planning and decision making.

Communications

- Act as an ambassador for London Business School and deliver presentations and network at events to promote the School and its offerings.

Project Management

- Plan and deliver a range of straightforward projects or events, and/or contribute to more complex projects with guidance from more senior colleagues, to ensure delivery against project time, cost and quality standards, and targets.

Recruitment

- Identify and build relationships with prospective stakeholders to achieve revenue and/or engagement targets, ensuring they are aligned with the School's strategic objectives and values.

Collaboration

- Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, and the identification and maximisation of current/prospective student/client /stakeholder relationships.
- Provide specialist information and guidance across School departments as necessary to inform other programmes of work.

Supplier/Contractor Management

- Monitor the quality of work delivered by third-party supplier/contractors against agreed service level agreements to ensure it is to the required standard, and provide feedback on performance to management. Take action as necessary based on feedback and escalate issue resolution when required.

Collaboration and Stakeholder Management

- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
- Build a network of stakeholders across the School to facilitate improved communication and maintain knowledge of opportunities with clients and stakeholders across the School.

Financial Management

- Monitor and review financial activity for own area to ensure the accurate completion of standard financial processes within budget and the provision of up-to-date information to support decision making.

Process Improvement

- Monitor business processes for own team, plan and carry out regular reviews to identify opportunities for service improvement in light of changing customer/stakeholder needs, feedback and/or current best practice thinking; follow through on improvements once agreed.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and follow through on new activities or actions brought about change to help support its successful implementation.

KPIs:

- Successful management of all engagement activity for portfolio
- Smooth delivery of events and email communications in line with strategic and tactical objectives
- Developing a deep understanding of the portfolio programmes and audiences
- A command of data to support in data driven recommendations
- Managing off campus, third party events and fairs in line with portfolio budget
- Content and narrative for the portfolio and programmes is joined up across all engagement activities and appealing to the audience, meeting R&A stakeholders objectives
- Development of relationships with stakeholders.
- Delivery of high-quality service in own area of specialism.
- Revenue and engagement targets achieved or exceeded.
- Excellent candidate and stakeholder experience.
- Production of high-quality reports, with the identification of trends and issues.
- Projects delivered on time, on budget and to quality standards and targets.
- Identification of technological, and process advancements and innovations in own area.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Up-to-date and accurate financial information for own area.
- Improvements in processes and procedures in own area.

Knowledge, Qualifications and Skills Required

Required: Excellent organisational & communication skills | Excellent stakeholder management | Attention to detail | Strong project management skills | Experience using Microsoft Office & Zoom | Experience using ClickDimensions or other email platform | Experience using Microsoft Dynamics or other CRM |

Desired: Good presentation skills | Experience using project management software | Experience using Zoom Events or other virtual events platform (multi-session)

- Bachelor's degree or equivalent experience.

- This may be supported by a specialist qualification.
- Excellent stakeholder engagement skills with experience of managing a large range of different stakeholders.
- Experience of using software related to own team or department to extract, analyse and report on data.
- Sound business development skills.
- Experience of applying sales/ engagement/conversion techniques.
- Good project management skills.
- Excellent organisational skills and the ability to manage a portfolio of clients and stakeholders.
- Sound understanding of the wider School's offerings and the offerings of our competitors.
- Demonstrable knowledge of business education and/or relevant sector.
Budget management experience.

Resources including team management

Staff	0
Budgets	TBC
Date Updated	10/10/22