

JOB DESCRIPTION

Job Title	Outreach and Communications Specialist		
Reports to	Outreach Director		
Department	Wheeler Institute for Business and Development		
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

The Wheeler Institute for Business and Development at London Business School was created to research and amplify the role of business in tackling the hardest challenges in social and economic development.

Job Purpose

The post holder will report to the Outreach Director and be responsible for performing a wide range of creative, technical and administrative duties in order to support outreach actions to amplify the Wheeler Institute's reputation through its research and education initiatives. This role will contribute to our ongoing involvement of platforms that allow us to engage with a wide(r) audience, and support us to build effective relationships with identified stakeholders.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Communications and web presence

- Develop and design collateral materials, brochures, presentations, newsletters, annual reports, and other materials to support the outreach initiatives
- Update and further develop our website, blog, social media channels and other relevant web platforms, featuring regular news, articles and multimedia pieces
- Create and analyse reports on web and social media traffic

Research and content production

- Research, develop new stories and edit/review written pieces for publication in our website, blog or other relevant channels
- Manage end-to-end video production including crafting storylines, filming, advising on editing, placing b-roll, uploading and promotion
- In support of our outreach ambition, identify prospective partners (research entities or peer institutes) and stakeholders who we can potentially collaborate with in the delivery of thought-leadership
- Research the latest outreach trends, suggesting and applying ideas to ensure ongoing improvements in our communications and marketing collateral materials

Relationship and stakeholder management

- Manage the administration of a portfolio of stakeholders, maintaining and developing further a CRM system
- Support the creation of a stakeholder map and library of relevant outreach information to support ongoing and future engagements/initiatives
- Support the Academic Directors and wider team of the Wheeler Institute ensuring that the level of engagement and service provided to stakeholders meets the standard expected by London Business School.

Events and project management

- Support the delivery and impact of events across the Wheeler Institute, including design, creation, and dissemination of event posters, advertising on internal and external channels, managing AV equipment and recording/editing of videos
- Manage the delivery of virtual events, leading on the operations and logistics of the necessary technology to engage with speakers, panellists and audience
- Prepare events blurbs, descriptions, registration forms and manage registration/attendee lists, post-event reports and subsequent updates of our CRM system

Internal Collaboration

- Work closely with Wheeler Institute team members making sure there is consistency in terms of operations and adequate sharing of resources and best practices

- Collaborate closely with team members, colleagues from other research centres and other departments across the School to enable cross department working, sharing of intelligence, and the identification and maximisation of stakeholder relationships.
- Provide outreach specialist information and guidance across the team and School departments as necessary to inform other programmes of work.
- 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.

KPIs:

- Development of effective relationships with current and prospective stakeholders
- Production of high-quality content and multimedia materials of the Wheeler Institute initiatives and events, for outreach dissemination on website and social media
- Maintenance of our CRM system up to date with relevant recipients and updated details
- Conduction of regular reviews of our online content, developing our website, blog and other online channels further
- Development of relationships within and outside the team, and positive feedback from colleagues
- Projects delivered on time, on budget and to quality standards and targets

Knowledge, Qualifications and Skills Required

- Bachelor's degree or proven experience in a relevant field
- Strong communication skills and experience in content production and optimization
- Awareness of current affairs and passion for the Wheeler Institute mission
- Advanced copywriting and editing skills with experience of reviewing and developing online articles and communications
- Demonstrated interest in design, good sense of aesthetics and an exceptional eye for detail
- Experience delivering virtual events, ideally being proficient with webinar technology/software (i.e. Zoom)
- Experience managing end-to-end video production or film edition projects
- Experience with Salesforce or other relevant CRM systems or databases
- Excellent interpersonal skills with experience of managing and influencing diverse stakeholders
- Demonstrated ability to pick-up new skills quickly and a keenness to learn
- Proven ability to manage multiple tasks simultaneously
- Desired experience using the Adobe Suite – (Adobe Photoshop and InDesign)
- Desired experience with or working knowledge of WordPress or other content management systems
- Desired experience using or working knowledge of Google Analytics or social media analytics

Resources including team management

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Staff	n/a
Budgets	
Date Updated	02/06/21