

JOB DESCRIPTION

Job Title	Web Editor		
Reports to	Associate Director, Digital Marketing		
Department	Brand and Marketing		
Job Family	Brand	Level	2

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 Brand & Marketing department is responsible for developing and delivering the School's brand and marketing strategy through a combination of brand, content and campaign management.

Job Purpose

The Web Editor will support the Web team in a range of tasks intended to ensure that the School's online presence performs in a way that improves engagement, advocacy and acquisition.

You will be responsible for making web updates, building web pages, and monitoring the School's online presence to check performance against objectives.

You will assist the Digital Marketing Manager on diverse website projects and tasks assigned by the line manager.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Brand Support

- Develop standard brand web materials, or support the professional in-house production of more complex brand web materials to help promote London Business School online.

Administration

- Complete tasks in accordance with defined policies and procedures to ensure that a consistent, world-class service is provided to all clients and stakeholders.
- Co-ordinate team calendars and meetings to support efficient and effective team working.

Customer Service

- Respond to standard enquiries promptly ensuring that queries are addressed or escalated as appropriate to enable effective resolution.

Project/Campaign Co-ordination

- Book services of internal suppliers/ resources (e.g. audio visual, catering, etc.) to support the smooth running of projects and/or campaigns.
- Provide support (e.g. research, external benchmarking) to small projects to support project planning and implementation; sometimes taking the lead on defined project activities.

Analysis and Reporting

- Organise, upload into and monitor databases and records to ensure accurate recording, completed in a timely manner in line with established processes.
- Collate information to produce regular standardised management reports to support decision making within the department.
- Conduct market research tasks (e.g. competitor analysis), and process findings to support senior colleagues in the identification of patterns and trends.

Collaboration and Support

- Provide support to colleagues within and outside the team as and when opportunities arise, to promote collaborative working across the School.
- Act as a point of referral for less experienced colleagues to help resolve issues within the team.

Financial Management

- Accurately process invoices and input financial data into systems to support the tracking of team/department budgets.

Process Improvement

- Proactively review relevant processes and systems within own area of work and make suggestions to improve efficiency and effectiveness.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, act in a resilient manner when responding to change, and proactively look for opportunities to support change to help embed it in the team and/or department.

KPIs:

- Quality brand materials produced, available and distributed in a timely manner.
- Effective diary management.
- Timely response to and resolution of enquiries, requests and issues.
- Positive feedback from project, campaign and events managers.
- Accuracy and integrity of data in business systems.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Compliance with processes, procedures and standards.
- Contributions to process reviews and operational improvements.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent
- Experience using Content Management Systems (Sitecore would be desirable)
- SEO best practice knowledge
- Comfortable using Microsoft Office suite particularly Word, Excel, Power Point
- Photoshop to basic level (desired)
- Intermediate HTML/CSS knowledge
- Excellent planning skills
- Knowledge of the social media landscape
- Experience using Google Analytics
- Strong attention to detail and proofreading skills - This is not a content creation role though a good grasp of the written English language is required in order to flag typos and facilitate published material in accordance with our brand guidelines.
- Excellent interpersonal and verbal communication skills
- Prioritisation and project management skills
- Experienced in supporting innovative and effective marketing campaigns through web technology

Resources including team management

N/A

Staff	N/A
Budgets	N/A
Date Updated	15/09/2021