

# JOB DESCRIPTION

<b>Job Title</b>	<b>Email Marketing Specialist</b>		
<b>Reports to</b>	<b>Marketing Manager, CRM and Digital Communications</b>		
<b>Department</b>	<b>Brand &amp; Marketing</b>		
<b>Job Family</b>	<b>Brand</b>	<b>Level</b>	<b>3</b>

## 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

The Email Marketing Specialist is responsible for the build, execution and optimisation of all email marketing campaigns. The role will support the Marketing Manager, CRM and Digital Communications in the planning of the email marketing strategy and digital nurture journeys.

This role will deliver email marketing campaigns across the customer journey. From generating leads to building and sending our regular thought leadership email.

We've already built a limited number of automated email nurture journeys and now need to expand this programme across the entire portfolio.

The post-holder will be responsible for designing and executing email marketing campaigns using a range of skills including copywriting and proofreading, campaign and content planning, CRM management and segmentation.

## Key Areas of accountability and Key Performance Indicators (KPIs)

### Key areas of accountability:

#### **Campaign Management**

- Prepare and distribute high quality, compelling, and targeted email campaigns
- Own the day-to-day management of email marketing calendar
- CRM/Database management including segmentation according to key markets and making recommendations for establishing new target groups
- Conduct iterative A/B testing to optimize performance
- Work with our editors to send the regular thought leadership e-publication, *Think at London Business School*
- Implement the email strategy for our purchased data lists
- Optimise and scale existing campaign automation.

#### **Analysis and Reporting**

- Monitor and report on the performance of email campaigns against departmental KPIs and industry benchmarks
- Conduct regular competitor analysis on digital communications activities
- Liaise across the team to prepare reports to inform review, planning and decision-making.

#### **Content and Branding**

- Produce copy that effectively communicates key messages to a range of international audiences
- Develop briefs for new content requirements where specialist skills are needed
- Quality assure content developed in-house or by agencies to ensure that it meets brand guidelines.

#### **Product/Technical Knowledge**

- Build and maintain a thorough understanding of London Business School's offerings, with an understanding of what differentiates the School from competitors, for use in the development of brand content.
- Keep up to date with the email marketing landscape, market trends, industry innovations and best practices. Use insights to suggest new ways of working to support innovation within area of specialism.

#### **Collaboration**

- Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, identifying new opportunities and a stronger development of the brand.

#### **Process Improvement**

- Monitor processes, systems and practices within area of specialism, plan and carry out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practice thinking; follow through on improvement 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:**

- Design and delivery of high-quality email content, materials and/or campaigns.
- Contribution to increased engagement levels through campaigns or initiatives.
- Projects/campaigns delivered on time, on budget and to quality standards.
- Contribution to innovation within own area.
- Production of high-quality reports to support management decision-making.
- Strong cross-team working relationships developed with key stakeholders.
- Improvements in commercial performance for the team or department
- Improvements to processes and procedures in own area of specialism.
- Contribution to the development of policies and processes.

#### **Knowledge/Qualifications/Skills/Experience required**

- Hands-on experience of using an ESP to build and send emails.
- Strong communication and copy writing skills, with good spelling and grammar
- Fluent English speaker
- Data literate and passionate about driving results through innovation and testing
- Exceptional attention to detail
- Ability to work to tight deadlines whilst remaining calm when under pressure
- Experience using Microsoft Excel desirable
- Adept at managing multiple concurrent projects and able to prioritise your workload accordingly
- Pro-active 'do-er', keen to roll your sleeves up and make a difference
- An eye for good design and the ability to create appealing images and gifs in Photoshop
- Basic HTML skills.
- Bachelor's degree or equivalent experience.