

JOB DESCRIPTION

Job Title	Head of Thought Leadership & Research Amplification		
Reports to	Director of Brand Strategy & Customer Insight		
Department	Brand & Marketing		
Job Family	Brand	Level	5

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

London Business School is ranked as world-leading for research, and the quality, diversity and impact of our faculty and their academic research are key drivers of the School's brand and reputation.

As the Head of Thought Leadership and Research Amplification, you will be a critical member of the Brand & Marketing team, ensuring that the School's research and academic output and insights are effectively amplified with our audiences to build our brand and drive engagement with our audiences.

You will be the Brand & Marketing business partner for our Research & Faculty Office, which includes our five Research Institutes. By developing close and collaborative relationships with faculty and other stakeholders, you will gain a detailed understanding of the School's research pipeline, priorities and impacts.

With a keen understanding of how to leverage research insights to build audience engagement, you will develop and execute a thought leadership and research amplification strategy that drives audience acquisition, engagement, retention and advocacy across owned and paid channels. You'll work closely with colleagues in the Communications Team to ensure an integrated approach and alignment across paid, owned and earned channels.

You will ensure balance across content themes, prioritise activities and ensure that content is brought to life in an engaging and impactful way across owned and paid channels. You will line manage a marketing executive and will ensure that projects your team delivers are effectively planned and executed. Equally important will be working collaboratively with colleagues across the Brand & Marketing team to deliver successful outcomes.

You will identify which activities are best delivered directly by faculty, and support and facilitate this approach through the development of workshops, best practice guidance and toolkits, etc.

You will have a keen interest in and understanding of business issues, an understanding of academic research, a passion for great storytelling and an audience-first approach.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Contribute to the development of a thought leadership and research amplification strategy to enable the realisation of the London Business School vision.
- Develop and lead the implementation of plans for thought leadership and research amplification to support the achievement of wider departmental and organisational goals.
- Lead the development of key performance indicators (KPIs) to enable the assessment of the quality and impact of content, campaigns and initiatives.

Brand Management

- Lead the design and delivery of high-impact projects, campaigns and initiatives, ensuring that content used is of a consistently high standard, adheres to the London Business School brand and external compliance requirements.
- Lead and quality-assure the drafting of key brand documents to ensure full compliance to London Business School's rules and regulations, and brand guidelines.
- Act as a trusted advisor to stakeholders, providing challenge where necessary to co-create solutions that meet and exceed their needs.
- 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

- Develop and lead the execution of strategic projects, campaigns and initiatives and plans to promote the School's research and thought leadership.
- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.

Analysis and Reporting

- Lead evaluation activity to assess the success of content, campaigns and initiatives against KPIs and overall departmental objectives, and ensure that findings feed into continuous improvement.
- Benchmark thought leadership and research content, campaigns and initiatives to ensure quality and performance is measured against our competitors.

Supplier/Contractor Management

- Manage the tendering process to select contracts for the delivery of services, and provide ongoing oversight to, and engagement with large suppliers/ contractors to ensure the School gets maximum value for money.

Collaboration

- Build a strong network of colleagues, customers and senior stakeholders to develop an understanding of their needs to identify where thought leadership and research amplification can be adapted to better meet and exceed their requirements.
- Take the lead on and/or represent the area/department in cross-departmental initiatives to enable London Business School to better meet its strategic goals.

Financial Management

- Contribute to the development of budgets for the department.
- Lead the control of relevant budgets to ensure well planned, value for money and cost control.

People Management

- Line management of 1 x Marketing Executive

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, develop and communicate plans to ensure change is successfully implemented within own division/ department.
- Lead innovation in thought leadership and research amplification activities and drive an approach which puts our customers and community at the heart of activity

KPIs:

- Well defined, clearly communicated and executed strategies and plans for thought leadership and research amplification.
- Trusted adviser relationships developed with internal customers and stakeholders.
- Excellent feedback from stakeholders.
- Creation of engaging content and materials that continuously improve audience engagement.
- Successful development and implementation of strategic campaigns and initiatives.
- Development of Key Performance Indicators thought leadership and research amplification.
- High-quality work delivered by contractors and agencies.
- Contribution to cross-School initiatives.
- Projects delivered on time, on budget and to quality standards.
- Accurate budgets developed, 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.
- Professional qualification or equivalent experience.
- Excellent communicating and influencing skills, with the ability to negotiate, collaborate and inspire.
- Experience of successfully managing multiple key internal and external stakeholders at all levels.
- Experience of successfully leading a portfolio of projects, campaigns or initiatives relating to thought leadership and research-based content, including strong digital experience.
- Demonstrable experience of successfully driving change and improving engagement.
- Extensive awareness of the activities of London Business School and its competitors.
- An excellent understanding of and interest in business research, and of bringing complex ideas to life in an audience-focused and impactful way.
- Ability to scan the horizon, identify industry best practice and translate this into future planning for own area of specialism.
- Proven financial management skills and strong commercial acumen.
- Broad understanding of each of London Business School's activities and offerings

Resources including team management

- Line management of 1 x Marketing Executive