

# JOB DESCRIPTION

Job Title	Head of Customer Insight & Market Intelligence		
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

The Head of Customer Insight & Market Intelligence is a key role within Brand & Marketing, providing insights, key learnings and client centricity to the organisation in order to better understand customers and drive acquisition, retention and advocacy.

Managing a small and dynamic team, you will deliver the actionable insights that inform strategic and tactical decisions and drive a culture and practice that puts insight at the heart of decision making.

Using your expert analytical and communications skills, you will develop and share regular insights and trends on customers and markets to inform and inspire teams within Brand & Marketing and across the organisation.

You'll use your depth and breadth of experience in research techniques to put our customers at the heart of our business. You will have a strong skillset in leading a team of research experts and in briefing, selecting and managing agencies and suppliers to deliver strong outcomes.

You will engage with our community to capture insights on a range of topics, and will champion the use of customer insight and market intelligence across the School, establishing and leading effective communities of practice.

Working closely with colleagues within Brand & Marketing and senior stakeholders across the organisation, this role requires inspiring leadership, a strategic perspective, and the ability to build strong, trusted relationships with customers and stakeholders.

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

Key areas of accountability:

Strategy and Planning

- Development of a customer insight and market intelligence strategy to enable the realisation of the London Business School vision.
- Lead the implementation of customer insight and market intelligence plans for Brand & Marketing to support the achievement of wider audience and organisational goals.
- Inform the School's strategic direction through the development of rich quantitative and qualitative market research and competitive insights
- Lead the development of key performance indicators (KPIs) to enable the assessment of the quality and impact of projects and initiatives.

#### **Brand Management**

- Lead the design and delivery of high-impact projects and initiatives, ensuring that content/ materials used are of a consistently high standard, adhere to the London Business School brand and meet external compliance requirements.
- 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 research initiatives.

#### **Project/Campaign Management**

- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.
- Champion an audience-first approach, which puts insight at the heart of decision making.

#### **Analysis and Reporting**

- Lead evaluation activity to assess the success of campaigns and initiatives against KPIs and overall departmental objectives and ensure that findings and insights feed into continuous improvement.
- Benchmark customer insight and market intelligence initiatives to ensure quality and performance are measured against competitors.

#### **Supplier/Contractor Management**

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

#### **Collaboration**

- Build a network of customers and senior stakeholders to develop an understanding of their needs. Identify where market intelligence and customer insight services can be adapted to better meet and exceed their requirements and inform strategic and tactical decision making.
- Lead the development of communities of practice, which encourage the sharing and leveraging of insights across the School to improve acquisition, retention and advocacy.
- Ensure that market and competitor intelligence and customer insight is widely shared, understood and acted upon by colleagues.
- 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.

- Manage the Customer Insight and Market Intelligence budget to ensure it is well planned, effectively managed and delivers value for money.

#### People Management

- Line management of a team of two subject matter experts – Customer Insight Manager and Market Intelligence Manager

#### Change Management

- Drive a customer centric approach which puts insight at the heart of decision making
- 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.

#### KPIs:

- Well defined, clearly communicated and executed strategies and plans for market intelligence and customer insight.
- Trusted adviser relationships developed with internal customers and stakeholders.
- Excellent feedback from stakeholders.
- Creation of engaging content and materials and actionable insights that drive continuous improvement.
- Successful development and implementation of strategic customer insight and market intelligence initiatives.
- Clear evidence of customer and market insights informing decision making.
- Key Performance Indicators developed and shared for market intelligence and customer insight.
- 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.
- Experienced leader with a track record of leading insights teams and a deep understanding of market research techniques.
- Strong customer centric background.
- Proactive, and able to provide evidence of, discovering new trends and key insights to support future business decisions.
- An ability to simplify complex research into meaningful actionable insights
- Excellent communicating and influencing skills, with the ability to inspire, collaborate and influence.
- Extensive awareness of the activities of London Business School and its competitive environment.
- Good understanding of customer journey management.
- Excellent leadership and team management skills
- Highly self-motivated, analytical, with sharp attention to detail
- Results driven and dynamic and a track record of driving change
- Proactive, enthusiastic and tenacious

## Resources including team management

- o Management of a team of 2