

JOB DESCRIPTION

Job Title	Senior Editor		
Reports to	Head of Content, Creative and Editorial		
Department	Brand and Marketing		
Job Family	Brand	Level	5

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 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 Senior Editor is a key member of the Content, Creative and Editorial team, and a key contributor to the development and execution of multiformat editorial content that elevates our brand, encourages our audiences to interact with our thought-leadership and creates 'must read' moments with frequency.

This role requires solid experience of managing complex editorial projects from start to finish. A combination of strong idea-generation skills and attention to detail are vital, as is flawless written English. A background in business writing, understanding of contemporary business trends and the academic context would be advantageous, in order to be able to both interact and partner with faculty colleagues on their subject matter, with a high level of intellectual engagement.

The position additionally collaborates with other key stakeholders from across the School, including marketing, content development, PR, events, digital and social media teams.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Planning

- Be able to understand and translate the Thought Leadership and Amplifying Research Impact strategy (driven by the TL team), into a coherent editorial plan
- Understand the evolving architecture of our *Think* thought leadership proposition and how it 'shows-up' across different formats – driving the editorial balance and quality of this core asset
- Through high-value editorial content, increase reach and engagement and increase subscriptions to *Think at London Business School* across paid, owned and earned channels in line with audience and brand objectives.
- Develop and lead other compelling editorial content for the School across all live and digital channels – telling stories of learning experiences and business impact.
- Lead on or support content campaigns – School-wide efforts to create a suite of online content that translates into a powerful narrative around carefully chosen themes.
- Lead the management and delivery of new/established content series, to engage and elevate LBS faculty and our global community of alumni and business leaders.

Editorial Quality Standards

- Set the standard for high-quality editorial and storytelling, ensuring the rigour of our brand values are upheld
- Identify and work with specialist/subject matter expert writers who understand our quality standards and deliver outstanding articles and content
- Consistently scope, put together and manage all editorial content for completed printed and digital publication issues (*Think*)
- Regularly review and monitor editorial quality

Management & Line Reporting

- Whilst this role has no direct reports, it requires management of freelance/roster resource when delivering editorial and content projects
- Collaborating on ideation, content planning and scheduling will be critical alongside content managers, marketing managers, social media and content operations
- Reporting into the Head of Creative, Content & Editorial (HCCE), this role is critical in driving and implementing outstanding editorial product, providing seamless and valuable support to the wide remit of HCCE.

Product/Proposition/Technical Knowledge

- Research and keep up-to-date with industry and technological advancements and trends, and use this insight to ensure that innovative and effective content solutions are developed.
- Develop a deep understanding of London Business School and competitor offerings and use this knowledge to inform innovative and high-impact editorial and thought leadership content solutions.
- Keep abreast of latest advancements in digital and print publishing.
- Collaborate with colleagues to regularly track and review content performance, and develop optimisations to deepen audience reach and engagement.

Supplier/Contractor Management

- Brief and manage a portfolio of freelance writers and other suppliers, across a range of specialisms, to deliver high quality, on-brand editorial content.
- Collaborate with the Content Operations Lead to ensure the School has an appropriate roster of editorial suppliers across all necessary disciplines.

Collaboration

- Key contributor to delivering on our corporate objectives and elevating our brand and reputation through strong editorial content
- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate for best content and brand outcomes.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.

KPIs:

- Creation of engaging content and initiatives that support brand and audience objectives.
- Improved metrics across key content indicators eg. *Think* subscriptions, social media engagement
- Excellent feedback from stakeholders.
- High-quality work delivered by freelancers, contractors and agencies.
- Contribution to innovation within own area.
- Contribution to cross-School initiatives.
- Projects delivered on time, on budget and to quality standards.

- Improvements in brand and audience performance for the team or department.

Knowledge/Qualifications/Skills/Experience required

- Strategic experience in content marketing and experience of producing compelling thought leadership content and other editorial features.
- Excellent communicating skills, with the ability to negotiate, collaborate and influence.
- Experience of managing multiple senior internal and external stakeholders at all levels.
- Experience of leading a portfolio of projects, campaigns or initiatives.
- Extensive awareness of the activities of the organisation and competitor business schools and thought leadership content creators.
- Thorough and up-to-date understanding of the competitive education and thought leadership landscape, not limited to the higher education sector but also extending to key commercial thought leadership creators for professional audiences.
- Ability to scan the horizon, identify industry best practice and translate this into future planning for content offering.
- Broad understanding of each of London Business School's activities and offerings.

Staff	N/a
Budgets	N/a
Date Updated	02 December 2022