

JOB DESCRIPTION

Job Title	Senior Writer		
Reports to	Head of Content Dotted reporting line into Senior Managing Editor,		
Department	MarComms		
Job Family	Brand	Level	4

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 we're continually delivering a world-class service, academic excellence and that our course offering maintains our position as a world-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 role of the Marketing and Communications department is to:

- o Elevate the London Business School brand and protect the School's reputation.
- o Fuel an outstanding and diverse pipeline.
- o Define and optimise the digital customer experience.
- o Optimise the MarComms operating model and organisation.
- o Drive alumni engagement and advocacy.

Job Purpose

- To produce high-quality written content across a range of deliverables, including marketing and advertising collateral (brochure copy, programme fact sheets, print adverts), social media posts, paid media (prospecting and retargeting messaging), web copy, alumni impact stories, student interviews, event write-ups and thought leadership features for *Think*.
- To initiate new content ideas and make evidence-based recommendations around content format, promotion and measurement.
- To contribute to the development of the Experience and Think content hubs and ensure all content is developed in line with our overarching content strategy.
- To ensure written content is effectively leveraged to support the School's overarching objectives.
- To ensure the School's editorial purpose and brand tone of voice are consistently brought to life across all content touchpoints.
- To build positive, effective and collaborative relationships with other teams, faculty, students and contributors.
- To lead on the sub-editing and proofing of all written work to ensure quality standards are maintained.
- To support the Head of Content in managing the quarterly content calendar and reviewing the content strategy on a bi-annual basis.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Brand Management

- Produce content across a range of formats to support teams across the School.
- Review content to ensure it is clear and accurate, meets brand and TOV guidelines and is published error-free.
- Review and improve paid media copy, headlines, standfirsts, captions, YouTube descriptors, podcast scripts, features and web copy.
- Liaise with students, alumni, faculty and other contributors to smoothly take content from first draft to final signed-off version.
- Liaise with web team to ensure articles are fully optimised for digital publication.
- Contribute to the development of broader operational plans within the Content & Creative team.
- Act as a touch-point for internal stakeholders to build relationships, understand their needs and develop content that delivers impact.

Project/Campaign Management

- Manage projects and campaigns in alignment with wider team objectives and activities.

Product/Proposition/Technical Knowledge

- Research and keep up to date with industry and technological advancements and trends and use these to ensure innovative and effective brand solutions are developed.
- Develop deep understanding of London Business School and competitor offerings and use this knowledge to inform innovative and high-impact brand solutions.

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.

Analysis and Reporting

- Contribute to data collation and analysis, using findings to develop further insights to inform decisions on future brand initiatives.

Collaboration

- Seek and exploit opportunities for cross-department working, collaborating for best brand outcomes.

KPIs:

- Delivery of original, high-quality content that elevates the LBS brand and fuels an outstanding and diverse pipeline.
- Contribution to improved performance of all content – campaign-based, project-based and business-as-usual.
- Work to set deadlines and quality standards.
- Strong cross-team relationships developed both within and outside of MarComms.
- Improvements in commercial performance for the team and department.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent.
- Journalism qualification and/or a minimum of five years' experience writing and editing across multiple formats (print and digital) for different audiences.
- Experience writing for paid media formats – print, sponsored content, display advertising.
- Excellent attention to detail: factual accuracy, grammar, spelling.
- Excellent written and verbal communication skills.
- Excellent sub-editing and proofing ability.
- Excellent organisational and stakeholder management.
- Experience creating campaign content and advertising copy for different mediums, including paid media.
- Experience using Google Analytics and reporting on content performance.
- Experience managing a content calendar and ensuring all content is strategically considered.
- An understanding of business trends, business education and competitors would be good but is not essential.

Resources including team management

N/A

Staff	N/A
Budgets	N/A
Date Updated	