

JOB DESCRIPTION

Job Title	Senior Manager, External Partnerships		
Reports to	Associate Director, External Partnerships & Scholarships		
Department	Recruitment & Admissions		
Job Family	Relationship	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 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

London Business School is a top global business school. We operate in a fast moving, highly competitive international market place.

The Degree Programmes portfolio represents over 60% of London Business School's revenues. We have a number of programmes ranked highly in the Financial Times and Business Week business education rankings. The department also plays an essential role in supporting the School's brand and reputation.

Recruitment and Admissions are a group of over 50 individuals tasked with all aspects of the customer sales and selection experience from enquiry to enrolment. It is the responsibility of the External Partnerships team to develop new and existing relationships with organisations under the pillars of Academic, Corporate, Diverse Networks and Diverse Sectors via B2B and B2C strategy. This role focuses on developing corporate relationships with organisations interested in sponsoring high potential talent into higher education.

The External Partnerships team is a busy and demanding place to work. The working environment is highly collaborative and the successful candidate will demonstrate a capacity to work effectively as part of a team, have a sense of urgency and the ability to adapt. All members of the External Partnerships team are also encouraged and expected to take the lead in their areas of responsibility and to contribute elsewhere in the Team and School as appropriate.

Job Purpose

The Senior Manager, External Partnerships is responsible for leading the development of new and existing relationships with corporate clients, growing our presence with organisations in the UK and internationally.

The Senior Manager, External Partnerships will proactively expand our number and quality of client relationships, to build company sponsored degree education opportunities and as such contribute to the overall Recruitment & Admissions team goals. The post holder will target clients within key sectors including Financial Services, Consulting and Technology.

The key to success in this role is the post-holders ability to build strong relationships with a wide range of stakeholders, both internally and externally.

Duties within this include but are not limited to:

- Gain excellent understanding of the 11 degree programmes at LBS and support each pipeline's needs within the corporate space
- Identification of new high potential clients globally, create an outreach plan and initiate relationship building
- Engage existing global clients on a regular basis to ensure that London Business School remains a priority investment
- Support the External Partnerships team with sector focused partnerships across other pillars (Academic, Diverse Networks and Sectors)
- Manage relationships and work directly with Heads of Talent/ Managing Directors/ Business Unit Leaders across corporate organisations to identify need and build a business case
- Delivering presentations pitched for B2B and B2C and follow up consultations with prospective students where appropriate
- Tracking of client relationships and duties via an existing CRM system
- International travel where required

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Contribute to the development of strategy for the area, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Develop tactical recruitment and engagement plans for your own area and lead the implementation to support the achievement of engagement targets.
- Contribute to the development of Key Performance Indicators to support the assessment of the strength/quality of relationships and/or the impact of engagements.

Relationship Management

- Build and develop lasting relationships with current and prospective clients and stakeholders to meet revenue/engagement targets and establish new long term opportunities.
- Work with clients and stakeholders to develop solutions that best meet their needs.
- Ensure relevant materials and resources are used to target client or stakeholder needs and to further develop current or prospective relationships.
- Proactively utilise relationship management skills and London Business School knowledge to make connections and spot opportunities to achieve and exceed revenue or engagement targets.
- Investigate and assess complex issues raised by clients or stakeholders and employ established techniques to resolve the issue and maintain/ improve relationships.
- Manage prospective and/or current students/clients/stakeholders through the sales/conversion/engagement pipeline, tracking progress to ensure objectives are met.

Analysis and Reporting

- Use systems and data to track engagement levels and use this information to make decisions regarding current and planned initiatives.

- Identify trends with prospective or current clients, provide insight and suggest action to develop the School's relationships.
- Liaise across the team to prepare complex reports to inform review, planning and decision-making.

Communications

- Create and deliver presentations to targeted audiences, responding to their questions and issues to support the achievement of the School's strategic objectives.

Recruitment

- Engage and convert a strong network of stakeholders who are aligned to the School's strategic objectives and values, to ensure achievement of recruitment/sales/engagement targets.

Product Knowledge

- Research and keep up-to-date with industry and technological advancements and trends and use these to ensure that innovative and effective client/stakeholder solutions are proposed.
- Develop deep understanding of London Business School and competitor offering and use this knowledge to inform innovative and high-impact client/ stakeholder proposals.

Collaboration and Stakeholder Management

- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
- Build a network of stakeholders across the School to facilitate improved communication and maintain knowledge of opportunities with clients and stakeholders across the School.

Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Experience of developing relationships and winning business in a B2B environment with a proven track record in influencing senior level clients including HR Directors/ Heads of Talent/ Managing Directors/ Business Unit Leaders
- Excellent communication and influencing skills, with the ability to negotiate, collaborate and influence internal and external stakeholders
- Excellent stakeholder engagement skills with experience of managing a large range of different internal stakeholders
- Background in learning and development, business education, business services or recruitment preferred
- Ability to manage ambiguity effectively and drive issues to resolution
- Knowledge of business education and competitor organisations desirable
- Commercial acumen
- Willingness to travel internationally with international experience desirable.

Resources including team management

N/A

Staff	0
Budgets	0
Date Updated	19/07/2022