

# JOB DESCRIPTION

<b>Job Title</b>	<b>Outreach and Communications Manager</b>		
<b>Reports to</b>	<b>Outreach Director</b>		
<b>Department</b>	<b>Wheeler Institute for Business and Development</b>		
<b>Job Family</b>	<b>Relationship</b>	<b>Level</b>	<b>3</b>

## 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 and team

The Wheeler Institute for Business and Development at London Business School was created to research and amplify the role of business in tackling the hardest challenges in social and economic development.

The Outreach team focus on engaging and expanding the audience of the Wheeler Institute, amplifying the multiple activities and initiatives of the Institute across its three main pillars: conducting rigorous research, forging communities of practice and shaping business education.

## Job Purpose

The post holder will report to the Outreach Director and be responsible for managing and performing a wide range of creative, technical and administrative duties in order to support outreach actions to amplify the Wheeler Institute's reputation through its research and education initiatives.

This role will contribute to our ongoing evolution of platforms that allow us to engage with a wide(r) audience, and support us to manage and build effective relationships with our communities.

The role will be suitable to those interested in developing further their project management, stakeholder management, communication and marketing skills and enjoy a fast-paced, creative and varied work environment, working in permanent collaboration with a highly motivated team.

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

## **Key areas of accountability:**

### **Communications and web presence**

- Develop and design collateral materials, brochures, presentations, newsletters, annual reports, and other materials to support the outreach initiatives
- Update and further develop our website, blog, social media channels and other relevant web platforms, featuring regular news, articles and multimedia pieces
- Lead the creation and review of analytics reports on communications, web presence and social media traffic

### **Research and content production**

- Research, develop new stories and edit/review written pieces for publication in our website, blog or other relevant channels
- Manage end-to-end video production including crafting storylines, filming, advising on editing, placing b-roll, uploading and promotion
- In support of our outreach ambition, identify prospective partners (research entities or peer institutes) and stakeholders who we can potentially collaborate with in the delivery of thought-leadership
- Research the latest outreach trends, suggesting and applying ideas to ensure ongoing improvements in our communications and marketing collateral materials

### **Relationship and stakeholder management**

- Manage a portfolio of stakeholders and project partners, building new collaborations and developing further existing relationships
- Support the creation of a stakeholder map and library of relevant outreach information to support ongoing and future engagements/initiatives
- Support the Academic Directors and wider team of the Wheeler Institute ensuring that the level of engagement and service provided to stakeholders meets the standard expected by London Business School.

### **Events and project management**

- Support the delivery and impact of events across the Wheeler Institute, including design, creation, and dissemination of event posters, advertising on internal and external channels, managing AV equipment and recording/editing of videos
- Manage the delivery of virtual events, leading on the operations and logistics of the necessary technology to engage with speakers, panellists and audience
- Project manage new or existing initiatives, leading on the relationship with the key stakeholders of the project and coordinate timelines and resourcing with the internal and external projects teams
- Prepare events blurbs, descriptions, registration forms and manage registration/attendee lists, post-event reports and subsequent updates of our CRM system

### **Internal Collaboration**

- Mentor new team members in the Outreach Team, supporting the Outreach Director in terms of induction, learning and development processes for new team members to adapt successfully to the team and role.
- Work closely with Wheeler Institute team members making sure there is consistency in terms of operations and adequate sharing of resources and best practices
- Collaborate closely with team members, colleagues from other research centres and other departments across the School to enable cross department working, sharing of intelligence, and the identification and maximisation of stakeholder relationships.
- Provide outreach specialist information and guidance across the team and School departments as necessary to inform other programmes of work.
- Monitor the quality of work delivered by third-party supplier/contractors against agreed service level agreements to ensure it is to the required standard, and provide feedback on performance to management.

### **KPIs:**

- Management and development of effective relationships with current and prospective stakeholders
- Production of high-quality content, marketing and multimedia materials of the Wheeler Institute initiatives and events, for outreach dissemination on website and social media
- Projects delivered on time, on budget and to quality standards and targets
- Management of our CRM system up to date with relevant functionalities, recipients and updated details
- Conduction of regular reviews of our online content, developing our website, blog, project-focused websites and online channels further
- Development of relationships within and outside the team, and positive feedback from colleagues

### **Knowledge, Qualifications and Skills Required**

- Experience in a relevant field
- Strong communication skills and experience in content production, optimization and dissemination
- Strong awareness of current affairs and passion for the mission of the Wheeler Institute
- Excellent interpersonal skills with experience of managing and influencing diverse stakeholders
- Experience of reviewing and developing articles, blogs and copy across multiple channels and platforms
- Experience of managing marketing collateral with strong graphic and web design elements, good sense of aesthetics and an exceptional eye for detail
- Desired experience using the Adobe Suite – (Adobe Photoshop and InDesign)
- Experience delivering virtual events, being familiar with webinar technology/software (i.e. Zoom)
- Experience with Salesforce or other relevant CRM systems or databases
- Experience using or working knowledge of Google Analytics or social media analytics