

# JOB DESCRIPTION

<b>Job Title</b>	<b>Content Manager</b>		
<b>Reports to</b>	<b>Head of Creative, Content &amp; Editorial</b>		
<b>Department</b>	<b>Brand and Marketing</b>		
<b>Job Family</b>	<b>Brand</b>	<b>Level</b>	<b>3</b>

## 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 role will be responsible for developing, managing and co-ordinating the delivery of content that supports the needs of our different audiences and works to contribute to meeting the objectives of our marketing and engagement activities. This will involve working with our marketing team members and other school stakeholders to collaboratively map out content ideas, contribute to campaign idea thinking and creating/writing profiles and social media copy and where possible have basic Iphone video editing skills.

The Content Manager role will support the marketing team project lead in ensuring the content component of their marketing activity gets delivered to a quality standard and on-time/on-budget – this will be across different formats, including design, copy, printed materials, infographics, video, podcasts and all other relevant assets in order to ensure they are produced, approved and scheduled for distribution in accordance with the content calendar.

The role will also effectively be leading the delivery of assets in a vibrant calendar of inspiring and original content for our digital channels and you'll play a key part in engaging with stakeholders in order to access all the inputs needed to create the right assets for the campaign.

The Content Manager will be required to act as a 'social media manager' on a rotating and/or rolling basis, supporting the 3 x social media personnel within the Brand & Marketing department in times of high-volume and/or to cover specific events or activities that are unplanned but deemed to be valuable activities to engage our audiences across our social channels.

The Content Manager will need to be digitally-savvy, thrive on building relationships and excited by the idea of coordinating dynamic content campaigns on a regular basis.

A key part of this role will be working with the marketing, paid media and social media teams to ensure they know what assets they will be required to support, upload/post and monitor and coordinate with the web/analytics team the performance and evaluation of all campaign activities.

The Content Manager will be one of two Content Manager's reporting into the Head of Creative, Content & Editorial.

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

### Key areas of accountability:

#### **Content Management**

- Plan and execute, with specialist team resource (internal/external) content assets that are relevant, impactful and compelling to our audiences.
- Deliver all projects on time, cost and quality standards, and targets.
- Idea generation for content approaches and opportunities
- Ability to think fast and act fast in producing content for topical/opportunistic moments

#### **Social Media Support**

- Be an active supporter of the Social Media team, supporting overflow/high volume periods for social posting and community management
- Lead on social media planning and posting where required for special events and/or supporting student/participant social media take-overs of our School channels

#### **Analysis and Reporting**

- Coordinate the tracking of engagement levels, response rates and achievement of key performance indicator targets against campaign and/or activity objectives.
- Liaise across the team to prepare reports to inform review, planning and decision-making.

#### **Product/Technical Knowledge**

- Be a content expert – knowing how to produce different formats for the right channels
- Monitor the development of new techniques, technology and trends in own area and use insights to suggest new ways of working to support innovation in content development and production.
- Basic iPhone video shooting and editing skills to produce own agile content.
- Copywriting skills and capability

#### **Collaboration**

- Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, identifying new opportunities and a stronger development of the content.

#### **Process Improvement**

- Monitor processes, systems and practices within area of specialism, plan and carry out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practice thinking; follow through on improvement once agreed.

**KPIs:**

- Enhanced performance of our content and thought leadership content through telling the LBS story in a powerful and consistent way staying true to the DNA of our brand.
- Improved representation of UGC from across our community
- Improved impact and stand-out of the different types of profiles and testimonials
- High performance in any future brand audits.
- Improved consistency of all content output

**Knowledge/Qualifications/Skills/Experience req.**

- Experience planning and producing content
- Course attendance and/or experienced in content writing (short-form/social copy)
- Strong understanding of social media platforms
- Excellent knowledge of digital tools and platforms related to content management
- Excellent organisational skills and the ability to manage multiple internal and external stakeholders.
- Up-to-date knowledge of industry and technological advancements.
- Experience of leading/playing a part in innovative projects, campaigns or initiatives.

**Resources including team management**

Reporting into the Head of Creative, Content & Editorial, this role has no line management responsibilities.

<b>Staff</b>	
<b>Budgets</b>	
<b>Date Updated</b>	27 <sup>th</sup> June, 2022

