

JOB DESCRIPTION

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| Job Title | Executive Director, Sales & Client Relations, Executive Education | | |
| Reports to | Associate Dean, Executive Education | | |
| Department | Executive Education | | |
| Job Family | Overarching | Level | 6 |

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

Executive Education designs and delivers impactful learning solutions for organisations, that enable their people and teams to take action, transform and grow themselves and their business. This includes an extensive portfolio of in person, blended and online programme titles delivered from our campuses in London and Dubai and customised blended programmes delivered around the world. Programmes are targeted at middle and senior executives, as well as high potential early careers and board level directors.

Executive Education has ambition growth targets in the next five years, accounting for an important proportion of the School's total revenue. It is a key part of the School's future strategic and growth plans.

Job Purpose

This role, as part of the Executive Education leadership team, is a key shaper of the Executive Education strategy. It is responsible for designing and executing on a business development and sales strategy and plan that supports organisations around the world effect the change they require in their people and their business.

The postholder leads and coaches a sophisticated sales team to achieve revenue, margin, reputational and relationship targets and will personally take the lead on deals and relationships with organisations.

They contribute collaboratively to the achievement of the Executive Education strategy and purpose and to that of the School's strategic objectives and vision.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Lead all sales teams within Executive Education (Business Development, Bids, Client Directors and Programme Consultants), developing and executing on strategic and operational plans to achieve pipeline, revenue, margin and reputational targets, that are aligned with and support Executive Education's and the School's strategic goals, objectives and vision.
- Develop and agree appropriate Key Performance Indicators, targets and incentives.
- Communicate and drive the Sales strategy and plan throughout Executive Education, ensuring awareness, engagement and collaboration.

Divisional/Departmental Leadership

- Lead the Sales teams to achieve their strategic and operational objectives, ensuring people are focused on the right priorities, have the right capabilities and mindset and resources are aligned and appropriately deployed.
- Anticipate and identify all potential business risks and oversee risk management, compliance and governance.
- Set regional, industry and financial targets.
- Monitor outcomes, targets, KPIs regularly and report to the business on a weekly basis.
- Ensure sales resources are appropriately deployed to maximise growth.

People Management

- Create a positive working environment and high levels of engagement, wellbeing and performance in the team.
- Coach, support and motivate team to high performance and achievement of KPIs
- Identify and address talent development needs to achieve strategy and plan. Mentor and develop team to ensure they have the right capabilities to succeed.
- Ensure team is aware of and complies with all relevant policies and procedures.

Relationship Management

- Lead the team to grow existing corporate relationships and to identify, nurture, and acquire new, strategically important relationships to ensure London Business School has a network of resilient, profitable and enduring corporate relationships.
- Oversee the development and co-ordination of major proposals, leading where appropriate to maximise the likelihood of winning.

- Anticipate and react to complex client/stakeholder issues, resolving effectively when they occur.
- Utilise expertise and insight to create opportunities and lead the development of initiatives or solutions, ensuring that London Business School's offering to organisations remains market leading.
- Personally lead on client bids, deals and relationships and act as programme/project sponsor in key client relationships.
- Regularly monitor the value of services provided to organisations, teams and individuals and take prompt corrective action, in collaboration with peers, where needed.

Product/Proposition/Technical Knowledge

- Keep team and self up-to-date with learning and technological advancements and trends in the executive education industry. Use these to meet clients needs.
- Keep team and self up-to-date with London Business School and competitor offering, wider trends and innovations.
- Keep team and self up-to-date with client context, industry trends and advancements.

Commercial

- Lead and support team in the negotiation of high-value, non-standard contracts and agreements with clients and stakeholders to secure the best possible commercial outcome for the School.
- Use understanding of the client's needs and the School's offering and financial targets to ensure appropriate terms are offered and can be delivered.
- Lead teams to achieve or exceed revenue and margin targets, taking actions to ensure these are exceeded or met.

External Visibility

- Represent the School to a range of external audiences and stakeholders, proactively promoting Executive Education, the School, its programmes and opportunities.

School Performance

- Contribute to the achievement of School-wide targets through your strategic and operational plans.
- Participate as a senior leader, representing Executive Education, to influence the strategic direction of the School.
- Work across the School with colleagues to optimally manage the top 25 LBS corporate accounts
- Anticipate and identify strategic business needs, issues and business drivers and lead the development and implementation of new/enhanced approaches to enable the School to achieve its strategic and operational objectives.

Collaboration

- Role model, encourage and enable collaboration across Executive Education and the School, to ensure high levels of engagement and best cross Divisional/Departmental outcomes.

Change Management

- Champion change across the School by modelling the behaviour expected from all colleagues, to win hearts and minds and gain overall organisational buy-in to the change.

KPIs:

- Meet or exceed Executive Education Sales strategy and plan (win/loss, financial, people targets, KPIs, outcomes).
- Trusted adviser relationships developed with clients and stakeholders for self and team.
- Excellent client and internal and external stakeholder feedback.
- Development and delivery of market leading solutions and initiatives.
- Quality inputs into management decision-making.
- Continual innovation.
- Service excellence performance levels for the department.
- Robust customer satisfaction framework in place.

Knowledge/Qualifications/Skills/Experience required

- MBA, Masters or Bachelor’s degree.
- Extensive experience in leading B2B sales and customer relations functions.
- Strong communicating, influencing, negotiating skills
- Deep customer centricity. Ability to listen, identify and build solutions to meet customer needs.
- Deep knowledge of the executive education industry and relevant external environment
- Strong commercial acumen.
- Excellent ability to develop and maintain senior level relationships with client organisations.
- Experience in leading B2B and B2C sales teams.
- Ability to manage multiple internal and external stakeholders and to collaborate effectively with peers, junior staff and senior leaders.
- Experience in leading delivery within a complex organisation with multiple competing demands.

Resources including team management

Business development team; Bid team; Client Directors; Programme Consultants

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| Staff | c20 |
| Budgets | Travel and client event budget Input into marketing budget |
| Date Updated | August 2021 |