

# JOB DESCRIPTION

<b>Job Title</b>	<b>Marketing Executive – Thought Leadership &amp; Research Amplification</b>		
<b>Reports to</b>	<b>Head of Thought Leadership &amp; Research Amplification</b>		
<b>Department</b>	<b>Brand &amp; 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**

As Marketing Executive, Thought Leadership and Research Amplification, you will be a key member of the Brand & Marketing team, ensuring that the School's research and academic insights are effectively amplified with our audiences to build the London Business School brand and drive engagement.

You will work closely with the Head of Thought Leadership & Research Amplification, developing and implementing projects and initiatives linked to the thought leadership and research amplification strategy, in order to drive audience acquisition, engagement, retention and advocacy.

You will be responsible for marketing our flagship thought leadership events and podcast series, and other core projects linked to the strategy.

You will have experience of managing successful content marketing initiatives and campaigns. You will thrive on delivering compelling thought leadership and research-based content, which is on brand and engages our audiences.

A self-starter with strong organisational skills and excellent attention to detail, you are able to independently lead on projects. You build successful relationships and proactively seek out ways to continually add value to our audiences.

You will work closely and collaboratively with colleagues across the Brand & Marketing team and with faculty and Research Institutes, to ensure effective management and implementation of projects to deliver successful outcomes.

### **Key Areas of accountability and Key Performance Indicators (KPIs)**

#### **Key areas of accountability:**

#### **Brand Management**

- Draft and develop brand content and materials for use in thought leadership and research campaigns, initiatives and other brand activities.
- Provide specialist/technical knowledge to inform the design of thought leadership and research materials, and/or the development of campaigns/ initiatives in line with best practice.
- Quality assure content developed in-house or by agencies to ensure that it meets brand guidelines.
- Develop relationships with a range of customers and stakeholders through the provision of day-to-day advice and specialist brand services.
- Act as a brand champion, sharing examples of best practice with colleagues and stakeholders, to support continuous improvement.

#### **Project/Campaign Management**

- Plan and deliver a range of straightforward projects/campaigns, and contribute to more complex projects/campaigns with guidance from more senior colleagues, to ensure delivery against project time, cost and quality standards, and targets.

## **Analysis and Reporting**

- Create and maintain monitoring mechanisms to record and track engagement levels, response rates and achievement of key performance indicator targets.
- Conduct market research/data analysis, obtaining information from a broad range of sources, to identify trends, provide insight and suggest action to develop the School's reputation.
- Liaise across the team to prepare reports to inform review, planning and decision-making.

## **Product/Technical Knowledge**

- Build and maintain a thorough understanding of London Business School's research pipeline, with an understanding of what differentiates the School from competitors, for use in the development of brand content.
- Monitor the development of new techniques, technology and trends in your area and use insights to suggest new ways of working to support innovation in brand development.

## **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 brand.

## **Financial Management**

- Monitor and review financial activity for own area to ensure the accurate completion of standard financial processes within budget and the provision of up-to-date information to support decision making.

## **Process Improvement**

- Monitor processes, systems and practices within your 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.

## **Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, and follow through on new activities or actions brought about change to help support its successful implementation.

## **KPIs:**

- Delivery of high-quality projects in thought leadership and research amplification.
- Production of high-quality brand and thought leadership content that enhances audience engagement.
- Contribution to the overall success of thought leadership and research initiatives and campaigns.
- Projects/campaigns delivered on time, on budget and to quality standards and targets.
- Production of high-quality reports, with the identification of trends and issues.
- Identification of technological, and process advancements and innovations in your area.
- Development of relationships within and outside the team, and positive feedback from colleagues.

## **Knowledge/Qualifications/Skills/Experience required**

- Improvements to processes and procedures in own area of specialism.

- May be supported by or working towards, a relevant marketing qualification.
- Experience of planning and delivering successful content marketing projects and campaigns across paid and owned channels.
- Experience of events marketing preferred.
- Strong experience in digital marketing.
- Excellent communication skills, with the ability to engage a variety of audiences/stakeholders.
- Sound understanding of the wider School's offerings and those of competitors.
- Good project management skills.
- Excellent organisational skills and meticulous attention to detail.
- Strong analytical and problem solving skills.
- Curiosity and passion for academic research and big ideas
- Good at working under pressure in a stakeholder-facing role.
- Budget management experience

#### Resources including team management

<b>Staff</b>	<b>N/A</b>
<b>Budgets</b>	<b>N/A</b>
<b>Date Updated</b>	<b>20 10 22</b>