London Business School

JOB DESCRIPTION

Job Title	Digital Marketing Manager		
Reports to	Associate Director, Digital Marketing		
Department	Brand & Marketing		
Job Family	Brand	Level	3

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

The Brand & Marketing department is responsible for developing and delivering the School's brand and marketing strategy through a combination of brand, content and campaign management.

Job purpose

As Digital Marketing Manager you will support the Associate Director, Digital Marketing in the wide range of online activities required to ensure that the School's presence performs in a way that improves engagement, advocacy and acquisition.

You will be accountable for the management, development and delivery of web projects and measurable digital campaigns on time and within budget, to a consistently high quality.

You will collaborate with colleagues from Brand and Marketing and other departments to ensure that editorial, brand and campaign content is up-to-date, optimised and distributed across digital channels.

You will also act as a bridge between the marketing and the IT teams, ensuring that any web enhancements requested by marketing stakeholders are effectively delivered and tested, building a positive user experience across London.edu.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and planning

- Contribute to the development of the SEO strategy, ensure plans are aligned to wider departmental strategy and overall School goals.

Brand Management

- Provide specialist/technical knowledge to inform the design of brand materials, and/or the development of campaigns/ initiatives in line with best practice, challenging and advising stakeholders if necessary.
- 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/technical 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 web projects/campaigns, and contribute to more complex projects and campaigns with guidance from more senior colleagues, to ensure delivery against project time, cost and quality standards, and targets.
- Initiative, business acumen and organisational awareness are used to manage and prioritise the delivery of multiple projects and activities concurrently.

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

- Frequently tests new web enhancements implemented by our IT team for user acceptance

- Build and maintain a thorough understanding of London Business School's offerings, 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 own area and use insights to suggest new ways of working to support innovation in brand development.

Collaboration

- Coordinates the website review process working closely with colleagues from the Brand & Marketing department who are the key point of contact for School stakeholders
- 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.
- Any other duties, related to the role, as assigned by the line manager.

Financial Management

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

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.

People Management

- Manages the schedule for regular web updates and two direct reports who implement changes to London.edu
- Provides advice, support and training to content editors to ensure website content is maintained in line with guidelines and standards, as well as within SEO standards.

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 service in own area of specialism.
- Production of high-quality brand content.
- Contribution to the overall success of brand initiatives.
- 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 own area.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Up-to-date and accurate financial information for own service area.
- Improvements to processes and procedures in own area of specialism.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- May be supported by a relevant specialist qualification.
- May be working towards relevant professional qualification.
- Excellent communication skills, with the ability to engage a variety of audiences/stakeholders.
- Sitecore thorough knowledge essential – other content management tools such as Wordpress would also be beneficial.
- Thorough knowledge of marketing and digital principles (web and content management)
- SEO best practice knowledge.
- HTML knowledge.
- Basic CSS knowledge would be beneficial.
- Microsoft Office suite to intermediate level, particularly Excel.
- Google Analytics experience.
- Ability to have technical discussions with IT team, and translate complex issues back to marketing 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.
- Good at working under pressure in a customer-facing role.
- Budget management experience.

Resources including team management

- **Staff:** Manages one Web & Social Coordinator and freelance staff hired to work on specific projects
- **Budgets:** No allocated budget but expected to take ownership of key project spends - Budget is planned, tracked and reported to budget holders
- Internal and external suppliers are well managed with excellent working relationships in place
- **Project planning tools and techniques** are used to ensure effective and efficient delivery of campaigns

Staff	1
Budgets	Please see notes above
Date Updated	03 Sep 2021