

# JOB DESCRIPTION

<b>Job Title</b>	<b>Marketing Manager, Corporate</b>		
<b>Reports to</b>	<b>Associate Director, Executive Education Marketing</b>		
<b>Department</b>	<b>Marketing &amp; Communications</b>		
<b>Job Family</b>	<b>Brand</b>	<b>Level</b>	<b>4</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

Our vision is to deliver outstanding marketing and communications activities that build London Business School into the most relevant and engaging global business school for our key audiences throughout their learning journey.

The department is responsible for developing and delivering the School's marketing and communications strategy through a combination of campaign management, brand and corporate communications.

In addition, the Marketing and Communications department will support the School's strategic priorities:

- Elevate the London Business School brand
- Harness the power of digital
- Liaise regularly with key contacts in the Marketing and Sales Teams to agree campaign priorities and KPIs, and identify cross-sell/upsell opportunities.
- Increase London Business School's' relevance globally
- Shift gear on inclusion

## Job Purpose

You'll own the planning, development and reporting of marketing strategies and campaigns targeting current and prospective corporate buyers: Human Resources, Learning & Development and some C suite decision makers, in order to contribute to meeting the School's Executive Education revenue targets, and to support the strengthening of both relationships and reputation for London Business School in this important market.

Reporting to the Associate Director, Executive Education Marketing and working as a key business partner to with the relevant corporate facing stakeholders across the School, you'll collaborate with the Associate Director, Executive Education Marketing on the development of the marketing strategy for the B2B segment. The execution of the strategy will be achieved in collaboration with the in-house Content, Creative and Communications teams, utilising innovative and effective integrated marketing campaigns to reach identified global B2B markets.

You'll plan marketing campaigns to build awareness, generate new leads, and nurture prospect relationships for Executive Education within identified B2B target markets. This will be achieved through identifying, selecting and establishing relationships with relevant decision makers in key target organisations.

Additionally, you'll plan and oversee delivery of bespoke marketing campaigns to existing corporate clients to support Key Account Management, and the growth of Executive Education custom programme and open programme revenues.

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

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

#### **Strategy and Planning**

- Support the Associate Directors of DPO, and Executive Education marketing in delivering on their integrated marketing plans in respect of the B2B audience.
- Develop annual B2B marketing plans which lead to long-term revenue growth, increased customer loyalty and an improved market position
- Define Executive Education B2B marketing, nurture, brand building and lead generation plan alongside head of Exec Ed marketing
- Support B2B Business Development strategy, defining a marketing approach to support revenue and relationship targets.
- Collaborate on definition and communication of B2B proposition across the School
- Map trends and opportunities regarding HR and L&D corporate purchasers, to appropriate campaigns and activity
- Use B2B expertise to plan the most relevant activity across a broad channel mix (ATL and BTL) to achieve defined objectives around revenue, reputation and relationships.

- Regular updates on the status of campaigns are provided to appropriate senior stakeholders
- Appropriate account based marketing solutions are identified and implemented in order to support key account plans and objectives
- Marketing support contributes to client satisfaction, retention and revenue targets

### **Project/Campaign Management**

- Integrated marketing campaigns are planned and managed on budget and to deadlines; and campaign and School-wide objectives are achieved
- Construct comprehensive briefs to feed into the in-house Content and Creative teams to deliver campaigns and collateral on target, within budget and to defined KPIs
- Monitor the execution of marketing plans through close collaboration with the Content Team.
- Content themes of relevance and importance to the corporate audiences are identified and shared with the Director of Content, and the content team
- Campaigns are planned to seamlessly integrate with corporate sales and business development priorities and processes
- Proprietary content is developed in conjunction with clients to illustrate the value of working with London Business School on executive education programmes and the business impact which is delivered as a result
- Client marketing activities are planned, managed and executed on budget and to agreed deadlines; and account revenue targets are achieved
- Project management of annual B2B events plan, ensuring every event is delivered to the required standard, timelines and budget
- Work with key stakeholders in Executive Education and Marketing and Communications to ensure that the relevant logistical support is aligned to each event in the annual plan, agreeing with key stakeholders how identified support will be aligned to individual events, and clearly stating the roles and responsibilities for each project.
- Ensure LBS event best practice and processes are adhered to by individuals and teams supporting Executive Education events.
- Agree and own the targeting criteria for each event and manage approach to data management for the invitation process

### **Analysis and Reporting**

- Campaign performance is proactively monitored against KPIs and interim measures introduced where appropriate
- Campaigns are analysed and evaluated for all stakeholders. Lessons learnt are shared and applied for future campaign planning.
- Strategy and plans informed by regular analysis and benchmarking, working where necessary with the Insight Team.

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

- Develop deep understanding of London Business School and competitor offerings and use this knowledge to inform innovative and high-impact marketing activities.
- B2B audience expert within the Marketing & Communications team

### **Supplier/Contractor Management**

- External resources to support the execution of the above marketing deliverables are identified, selected and managed, as needed

## **Collaboration**

- Act as trusted business partner to senior stakeholders in Executive Education
- Effective relationships are established with relevant programme teams in Executive Education and directly with clients, in order to identify, plan and deliver effective client marketing activity.
- Influencing key internal stakeholders to gain buy-in to the marketing strategy and to ensure that customer relationships are maximised for the School as a whole.
- Strong relationships are built with the content and delivery team to enable effective delivery of activity
- Assistance with the recruitment, mentoring, training and development of other team members
- Assigned departmental responsibilities and projects are managed and delivered as agreed by the Associate Director, Executive Education Marketing and the Associate Dean.
- Colleagues inside and outside of the Marketing & Communications

## **Financial Management**

- Manage marketing and events budgets, fulfilling financial management requirements and ensuring the cost-effective use of financial resources within budget.
- Ensure all marketing and events activity is delivered within agreed budgets
- Manage quarterly forecasting for two cost centres
- Manage budget planning and ensure it aligns with, and properly supports, the marketing and events strategy as outlined at the beginning of each financial year
- Monitor and approve all expenditure from two cost centres

## **People Management**

- Ensure direct report understands link between their role/contribution and wider team/Department purpose.
- Role model the School's culture and values, set behavioural expectations and support employee wellbeing. Ensure team member is aware of and complies with all relevant policies and procedures.
- Set individual priorities, and review/provide feedback/support on performance/impact/progress to ensure that the individual achieves own and contributes effectively to wider goals.
- Role model collaboration within team and with other related teams to support the collective achievement of objectives.
- Support team member in identifying learning needs and identify/promote learning opportunities, to enable good performance and impact in current role and appropriate career progression.

## **Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.

## **KPIs:**

- Design and delivery of high-quality brand content, materials and/or campaigns.
- Contribution to the development of policies and processes.
- Contribution to increased engagement levels through campaigns or initiatives.

- Projects/campaigns delivered on time, on budget and to quality standards.
- Contribution to innovation within own area.
- Production of high-quality reports, with complex analysis to support management decision-making.
- High-quality work delivered by third-party contractors and agencies.
- Strong cross-team working relationships developed with key stakeholders.
- Improvements in commercial performance for the team or department
- Engagement, retention and performance levels of direct report.
- Achievement of team targets.
- Evidence of cross-team collaboration.
- Team feedback on clarity of purpose and focus, behavioural and performance expectations, guidance, development and career support.

## Knowledge/Qualifications/Skills/Experience required

### Essential

- Bachelor's degree or equivalent experience.
- Professional marketing qualification or equivalent experience.
- Strong organisational and planning skills with the ability to work under tight deadlines and to effectively manage multiple projects simultaneously.
- Superb interpersonal and influencing skills, with the ability to build and maintain effective working relationships with colleagues and stakeholders at every level.
- Experience of working closely with sales and Business Development teams, with a full knowledge of the sales funnel
- Enthusiastic, proactive, flexible and self-motivated to achieve goals and continuously improve performance.
- Experience of developing, implementing and measuring multi-channel B2B marketing campaigns
- Impeccable attention to detail
- A proven ability to set and measure against KPIs, and to analyse and effectively use marketing data and analytics
- Financial management experience and commercial acumen

### Desirable

- Experience working within the education sector

<b>Staff</b>	<b>One direct report</b>
<b>Budgets</b>	<b>£350,000+</b>
<b>Date Updated</b>	<b>17/07/2019</b>

