

JOB DESCRIPTION

Job Title	Content & Communications Manager		
Reports to	Head of Professional Development		
Department	Career Centre		
Job Family	Brand	Level	4

About the School

At London Business School we have a profound impact on the way the world does business. 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

Career Centre is part of a wider team incorporating Degree Programmes and is known as Degree Education and Career Centre reporting to the Associate Dean. Career Centre comprises: • an Employer Engagement Team; a Leadership Programmes Careers Team; an Early & Mid-Careers Team; a Professional Development team.

Together with faculty teaching & learning, Career Centre lies at the heart of student & alumni career outcomes which are a key indicator and consequential driver of the success of any business school. Student & alumni career success drives heightened student interest, quality of student admission and participation, ability to attract and retain the very best staff and faculty, further engagement with and access to entrepreneurial, fast-growing and blue-chip companies and, thus, further student & alumni career success.

Career Centre inspires and supports students & alumni to enhance their career potential through the provision of a Career Coaching, Career Learning and Career Opportunities and Career Insights.

The Professional Development Team develops the career and professional skills provision for students across all degree programmes, using a blended approach of workshop and online learning; develops the coaching strategy and manages the external coach pools; as well as curating and disseminating insights on career development and future-proof skills.

Job Purpose

The Career Centre Content and Communications Manager is responsible for collating and disseminating career insights, information and resources primarily to students but also to other stakeholders across the School.

They develop new content and assets which align with the Career Centre vision of what students need to know and the skills they need to build whilst taking account of the LBS Marketing and

Communication content strategy and content themes. They establish the Career Centre's position as an expert and authority in sector and employment insights, through regular contribution to outward-facing communication targeted at students.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Ensure content is targeted, presented and communicated in an impactful way to the students who will benefit from it at the time they need it.
- Recommend best practice for content creation, distribution and repurposing
- Keep up-to-date with developments and experiment with new ideas to engage the audience.
- Contribute to the Team vision & strategy, aligned with the Career Centre vision and priorities as well as overall School goals
- Translate the above to the meaningful objectives, manage operational plans in own area and enable successful implementation by prioritising and aligning planned activities
- Develop Career Centre's presence and reputation as a trusted authority on developing fulfilling careers, building ongoing relationships and increasing our attractiveness to prospective students.

Content Delivery

- Take editorial control of the main online Career Centre resource to ensure a consistent, engaging and informative tone of voice.
- Manage and write The KnowHow blog, drawing on expert input from others
- Develop content as required for student groups using a variety of formats.

Brand Management

- Educate and inform on correct application of the Brand Guidelines (visuals, photography, tone of voice) and articulate how this is applied through all Career Centre content.
- Create templates to help colleagues to communicate with students consistently and with impact.

Analysis and Reporting

- Contribute to the development of Key Performance Indicators to support the assessment of the quality and impact of insights and their communication.
- Lead evaluation activity to monitor impact and effectiveness of content and communication. Ensure findings feed into continuous improvement.
- Monitor industry best practice across messaging and content.

Collaboration

- Collaborate with experts within Career Centre to achieve superior outcomes by presenting digestible content through appropriate channels.
- Support Programme Career Leads to develop content and communication calendars for each programme.
- Represent the team and department in cross-departmental initiatives to enable the Career Centre to better meet its strategic goals

Financial Management

- Contribute to the development of budgets for the team
- Forecast and manage allocated budgets proactively

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Knowledge of specialist area.
- Excellent communication skills, with the ability to influence, negotiate and collaborate with a range of people.
- High level of writing skills to convey messages to students in a succinct, compelling manner
- Experience of using a variety of communication channels including social media
- Experience of managing multiple internal and external stakeholders.
- Project management experience.
- Ability to prioritise and focus on material issues.
- Ability to identify industry best practice and apply this to own area.

Staff	Information & Resources Manager
Budgets	Yes
Date Updated	May 2020