

# JOB DESCRIPTION

<b>Job Title</b>	<b>Head of Content</b>		
<b>Reports to</b>	<b>Director, Brand and Creative</b>		
<b>Department</b>	<b>Marketing and Communications</b>		
<b>Job Family</b>	<b>Brand</b>	<b>Level</b>	<b>5</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

The role of the Marketing and Communications department is to:

- Elevate the London Business School brand and protect the School's reputation.
- Fuel an outstanding and diverse pipeline.
- Define and optimise the digital customer experience.
- Optimise the MarComms operating model and organisation.
- Drive alumni engagement and advocacy.

## Job Purpose

The Head of Content is responsible for the effective development and delivery of content that delivers to the overarching content strategy, and is responsible for the day-to-day management of the in-house Content and Creative team. He/she will lead on all integrated marketing and content campaigns and School-wide content initiatives, and will oversee the development of all advertising creative as well as content related to the Experience and Impact pillars of the content strategy.

The position collaborates with the Business Planning, Thought Leadership, Paid Media, Social Media and Events teams.

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

### Key areas of accountability:

#### **Strategy and Planning**

- Manage and lead the Content and Creative team (design, writing, video) working closely with the Director of Brand and Creative to define the creative messaging and content strategy.
- Develop and manage the content calendar across all lines of business.
- Work closely with the Heads of Business Planning to identify content development needs in response to business requirements.
- Lead team of writers, designers and film editors and ensure all creative is developed in line with brand guidelines.
- Work with in-house analytics specialists to define and track content performance.
- Recommend best practice for content creation, distribution and repurposing.
- Drive the successful implementation and use of workflow management tool Wrike.

#### **Brand Management**

- Collaborate with the Director of Brand and Creative to plan and execute Brand Awareness paid media activity.
- Ensure the School's Brand and Tone of Voice guidelines are kept up to date.
- Act as a trusted advisor to stakeholders, providing challenge where necessary to create solutions that meet and exceed their needs.
- Collaborate with colleagues to ensure audiences are appropriately segmented and targeted in campaigns and initiatives so that the right messages get to the right people and deliver the best results.

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

- Develop and lead the execution of strategic projects, campaigns and initiatives and plans to elevate the School's reputation and support our overarching strategic priorities.
- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.

#### **Analysis and Reporting**

- Lead evaluation activity to assess the success of content, campaigns and initiatives against key performance indicators and overall departmental objectives, and ensure that findings feed into continuous improvement.

- Monitor competitor activity and best practice across messaging and content.

### **Collaboration**

- Build a network of internal stakeholders to develop an understanding how content and creative can be adapted to better meet and exceed their requirements.
- Take the lead on and/or represent the area/department in cross-departmental initiatives to enable London Business School to better meet its strategic goals.

### **Resource Management**

- Ensure content and campaigns are aligned/integrated with and supportive of School marketing strategy so that activities can be appropriately timed and prioritised.
- Partner daily with Creative Services Manager to ensure resource management (both internally and externally) is efficient and well-planned
- Proactive budget management

### **KPIs:**

- Well defined, clearly communicated and executed strategies.
- Trusted adviser relationships developed with internal customers and stakeholders.
- Excellent feedback from stakeholders.
- Creation of engaging content and materials.
- Successful development and implementation of strategic campaigns and initiatives.
- High-quality work delivered by contractors and agencies.
- Contribution to cross-School initiatives.
- Projects delivered on time, on budget and to quality standards.
- Accurate budgets developed, no overspend and value for money demonstrated.
- Contribution to continuous improvement in School rankings.

## Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- An expert creative content strategist and team leader.
- Experience managing multi -discipline creative teams to respond to briefs with compelling creative across relevant channels.
- Excellent communication and influencing skills, with the ability to negotiate, collaborate and influence.
- Experience of managing multiple key internal and external stakeholders at all levels.
- Experience of leading a portfolio of projects, campaigns or initiatives.
- Extensive awareness of the activities of the organisation and competitor business schools.
- Ability to scan the horizon, identify industry best practice and translate this into future planning.
- Broad understanding of London Business School's offerings.
- Ability to demonstrate leadership in the creative development and approval process and partner with the Creative Services Manager on resource allocation and asset management.

## Resources including team management

<b>Staff</b>	
<b>Budgets</b>	
<b>Date Updated</b>	<b>24/05/21</b>