

Job Title	Head of Creative, Content & Editorial		
Reports to	Chief Marketing & Creative Officer		
Department	Brand & Marketing		
Job Family	Brand	Level	5

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

The Head of Creative, Content & Editorial is responsible for leading a team of content management, editorial, social and content operations experts in the effective development and delivery of content that delivers to the overarching content strategy for the School. This is both a strategic and operational leadership role within the Brand & Marketing department and is accountable for all content and asset creation that gets produced.

You will lead on all integrated marketing and content campaigns, School-wide content initiatives and will oversee the development of all advertising creative – working with in-house and freelance suppliers and specialist agencies where required.

The position collaborates with the marketing teams, insight team, data & analytics resource and the paid media team – including working with other departments as required for School-wide content initiatives.

Alongside this, the role has an important voice in the newly formed Engagement Board, bringing expertise, rigor and an audience-first perspective on the right engagement activities that content can best serve.

Key areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Content Strategy and Planning

- Lead the content and editorial strategy, with support and insight from the Marketing Intelligence & Customer Insights team – using audience insight to inform content planning
- Develop and manage the content calendar across all lines of business
- Work closely with the Marketing ‘Heads of’ to identify content development needs in response to business requirements, ensuring joined-up and integrated activities where-ever possible
- Lead team of content managers, designers, videography and editing resource – a combination of inhouse and out-sourced resource
- Lead and manage Content Managers effectively, enabling them to be successful in the planning, production and deployment of the content activities they are responsible for.
- Be accountable for thought-leadership editorial, supporting the Senior Editor and elevating the impact of our faculty research to our different audiences
- Work with in-house analytics specialists to define and track content performance.
- Recommend best practice for content creation, distribution and repurposing.

Brand Activity

- Collaborate with the Chief Marketing & Creative Officer to agree ideation and treatment in the execution of brand-led paid media activity
- Be the overall guardian of the brand- how it looks, sounds and behaves, ensuring all content and collateral that is produced is on-brand and reflective of our guidelines
- Act as a trusted creative and content 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.

Analysis and Reporting

- Contribute to 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.

Content Operations & Resource Management

- Oversee and support the Content Operations Lead in the successful scoping, set-up and delivery of a Self-Service and fully out-sourced content production model, utilizing freelance resource and retained agency services.
- Partner daily with Content Operations Lead to ensure resource management (both internally and externally) is efficient and well-planned
- Ensure all content development and production, across all activity, reaches stakeholders and audiences, on-time and on-budget.

Social Media

- Oversee and support the Head of Social Media
- Work to improve the synergy and joined-up briefing between content managers and social media managers
- Continually challenge what/how/why we do what we do – encouraging innovation across our digital platforms.

Budget Responsibility

- Partner with Director, Marketing Operations, Data & Performance on fiscal planning and budget management for cost centers that sit within this function
- Ensure all quarterly forecasting submissions are accurate
- Be ahead in anticipating any out-of-budget costs for optimum management with finance/leadership stakeholders
- Promote best practice budget management with direct reports

KPIs:

- High performing team exhibiting school behaviours
- Positive staff engagement
- Roster of suppliers delivering to SLA's as agreed
- 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.
- Projects delivered on time, on budget and to quality standards.
- Accurate budgets developed, no overspend and value for money demonstrated.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- An expert creative content strategist and team leader.
- Experience managing multi-discipline 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.

Resources including Team Management

This role has 5 direct reports:

- Senior Editor
- Head of Social Media
- Content Managers x 2
- Content Operations Lead