

JOB DESCRIPTION

Job Title	Associate Director, Marketing and Communications – Advancement		
Reports to	Director, Brand and Creative		
Department	Marketing and Communications		
Job Family	Brand	Level	5

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

Job Purpose

Lead on the Advancement marketing & communications strategy. Oversee its implementation to support the delivery of Advancement's KPIs, while ensuring that all activity aligns to our brand proposition.

Work in partnership with the senior leadership team across both the Advancement and MarComms departments to create the five year strategic MarComms roadmap for Advancement. You will also work on the more detailed 12 month MarComms plan

to deliver against this overarching strategy which seamlessly integrates with the wider School approach, framed against three campaign content themes annually.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Define the marketing & communications strategy for Advancement in line with the Advancement business strategy and priorities & overall School wide marketing & communications (MarComms) strategy
- Support our communications-led strategies to set the School up for success for our next fundraising campaign.

Brand Management

- Lead the design and delivery of high-impact projects, campaigns and/or initiatives, ensuring that content/ materials used in projects is of a consistently high standard, adheres to London Business School brand and external compliance requirements.
- Oversee implementation to support the delivery of Advancement's KPIs while ensuring that all activity aligns to our brand proposition

Project/Campaign Management

- Develop and lead the execution of strategic projects, campaigns and/or initiatives and plans to promote the School's reputation, research, and teaching.
- Define detailed annual plan to deliver Advancement MarComms strategy
- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.

Supplier/Contractor Management

- Manage internal and external suppliers including on boarding of new suppliers in line with procurement processes.

Collaboration

- Build a network of customers and senior stakeholders to develop an understanding of their needs to identify where Brand services 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 we meet our strategic goals.
- Effectively collaborate with the Advancement business teams and be part of the MarComms functional team, with exceptional influencing skills, to effectively engage all required within MarComms to deliver against the agreed MarComms plan for Advancement.
- Collaboration with the digital communications team in Advancement to ensure that all social media and email content is aligned with the broader Advancement and Marketing Communications strategy.

- Identify opportunities for cross-School working and collaborations to enable better delivery of activity to multiple segments.

Financial Management

- Contribute to the development of budgets for the department.
- Lead the control of relevant budgets to ensure well planned, value for money and cost control.
- Set and manage annual budget, ensuring all projects are delivered on time and within the allocated budget.

People Management

- Direct line management for one MarComms Assistant.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, develop and communicate plans to ensure change is successfully implemented within own division/ department.

KPIs:

- Well defined, clearly communicated and executed strategies and/or plans for area of work.
- 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.
- Development of Key Performance Indicators developed for an area of work.
- 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 in relevant subject area
- Understanding of the higher education sector
- In-depth understanding of fundraising in charity and/or higher education
- Strong communications background and understanding of content marketing
- Outstanding relationship building skills at all levels
- Strategic planning skills
- Experience in fundraising/alumni relations
- Extensive project management experience
- Excellent interpersonal and communication skills
- Leadership, influencing and negotiating skills
- Experience of dealing with stakeholders at all levels
- Ability to identify, analyse and effectively use marketing information
- Experience in allocating, managing and controlling budgets

Resources including team management

Represent Advancement's goals and objectives in the following working/project groups:

- Campaign Theme Planning
- MarComms Cross-planning Group

Key projects that this role will be required to partner on:

- Case for Support and the £250m fundraising campaign
- Reunion
- Reunion for New Alumni (RN4A)
- Worldwide Alumni Celebration (WAC)
- Annual fundraising activity
- Impact report/donor stewardship

Direct line management for one MarComms Assistant.