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| **Job Title** | **Global Social Media Community Officer (Alumni and Students)** | | |
| **Reports to** | **Head of Social Media** | | |
| **Department** | **Brand and Marketing – Creative, Content and Editorial Team** | | |
| **Job Family** | **Brand** | **Level** | **2** |

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| **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. |

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| **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.  The Brand & Marketing team at London Business School is part of the Engagement department whose purpose is to develop a deep understanding of our community and enable LBS to offer experiences that attract, inspire and connect on our journey  together. Our Engagement functions, Advancement, Brand and Marketing and Communications, are together responsible for engaging our audiences throughout their LBS journey.  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. |

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| **Job Purpose** |
| The Global Social Media Community Officer (Alumni and Students) plays a pivotal role within the Creative, Content, and Editorial (CCE) Team.  Reporting to the Head of Social Media, you will oversee the community management efforts for the social media team across alumni and public channels while aligning your work with the broader objectives of the CCE Team.  You will be responsible for the day-to-day management and triage of queries, comments, messages across our Global community channels, identifying opportunities to engage, entertain and educate those communities, and building a best practice approach to community management across the School.  This role will be critical to fostering the growth of a diverse online community for London Business School. |

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| **Key Areas of accountability and Key Performance Indicators (KPIs)** |
| **Community Engagement**   * Nurture and foster meaningful interactions within our online community, including students, alumni, faculty, and staff contributors * Respond promptly to comments, messages, and mentions, providing accurate and engaging responses, primarily our Global Alumni community channels (Advancement Department) * Encourage discussions, debates, and knowledge sharing within our community on Public and Private channels across our Twitter, Linkedin, Instagram platforms.   **Content Moderation**   * Monitor external and alumni social media channels for inappropriate content and ensure compliance with school guidelines and policies. * Collaborate with the Social Media Manager and the CCE Team to create a content moderation strategy in alignment with our mission.   **Community Growth**   * Identify and engage with potential brand advocates, students and alumni, supporting the Head of Social Media with internal capability building with staff and faculty social media advocates * Collaborating with Advancement (Strategic Comms Manager and Alumni Engagement team) and Creative, Content and Editorial (Content Managers and Social Media Manager) colleagues to develop and implement strategies to increase the size and diversity of our social media community.   **Feedback Management and reporting**   * Gather feedback from the community and share insights with relevant teams within the school, including the CCE Team. * Escalating and triaging concerns or issues raised by community members effectively to ensure resolution. * Track and analyse key metrics to assess community engagement and provide regular reports to the Head of Social Media and the CCE Team.   **Content Generation and creation**   * Collaborate with the CCE Team and Content Managers to create and curate content that resonates with the community's interests and needs. * Share user-generated content and success stories that highlight the impact of our learning offerings, research, and community engagement. * Work closely with the Social Media Manager and other teams within the CCE Team to ensure a cohesive content and community strategy.   **KPIs:**   * Development and implementation of a robust community management strategy * Effective diary management. * Timely response to and resolution of community enquiries, requests and issues. * Positive feedback from project, campaign and events managers. * Accuracy and integrity of data in business systems. * Development of relationships within and outside the team, and positive feedback from colleagues. * Compliance with processes, procedures and standards. * Contributions to process reviews and operational improvements. |

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| **Knowledge/Qualifications/Skills/Experience required** |
| * Bachelor's degree in Marketing, Communications, or a related field. * 2+ years of experience in social media management, community management, or a related role. * Proficiency in social media platforms, including but not limited to Facebook, Twitter, LinkedIn, Instagram, and YouTube. * Excellent written and verbal communication skills * Strong interpersonal skills and a customer-focused mindset. * Ability to work collaboratively in a team and take initiative independently. * Knowledge of social media analytics tools and the ability to interpret data. * Familiarity with higher education environments or business schools is a plus. |

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| **Resources including team management** |
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| **Staff** |  |
| **Budgets** |  |
| **Date Updated** |  |