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| **Job Title** | **Marketing Assistant Apprentice** | | |
| **Reports to** | **Marketing Manager, CRM and Digital Communications** | | |
| **Department** | **Brand & Marketing** | | |
| **Job Family** | **Brand** | **Level** | **1** |

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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.  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 Marketing Assistant will support the Brand and Marketing team and assist in the successful planning and delivery of specific marketing activities and campaigns.  You will contribute to and support the team across the full marketing mix, covering but not limited to the following:   * Paid Media Strategy and Planning * Email Marketing Campaign Management * Analysis and Reporting * Content and Branding   To meet the off-the-job requirements for your apprenticeship, you will also spend a minimum of 6-hours a week developing your knowledge, skills, and behaviours listed within your apprenticeship training plan. |

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| **Key Areas of accountability and Key Performance Indicators (KPIs)** |
| **KPIs:**   * High-quality support service provided. * Production of high-quality materials. * Up-to-date diary management. * Timely response to and resolution of enquiries, requests and issues. * 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. |
| **Knowledge/Qualifications/Skills/Experience required** |
| * Must have a keen interest in the brand and marketing industry. * Good communication skills and the ability to address a variety of stakeholders. * Sound working knowledge of standard IT packages & systems. * Strong problem-solving skills and attention to detail. * Good time management skills with the ability to organise and prioritise. * A willingness to learn and take on new challenges. * Good team working skills and the ability to work collaboratively. * Ability to interpret and apply guidelines to a specific activity. * Ability to work in a customer-facing environment.  |  |  | | --- | --- | | **Staff** | **N/A** | | **Budgets** | **N/A** | | **Date Updated** | **June 2024** | |