

JOB DESCRIPTION

Job Title	Head of Content & Social Media		
Reports to	Chief Marketing & Creative Officer		
Department	Brand & Marketing		
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 purpose of the Engagement department is to develop a deep understanding of our community and enable LBS to offer experiences that attract, inspire and connect on our journey together

It includes our Advancement, Brand and Marketing and Communications functions, which are responsible for engaging our audiences throughout their LBS journey and promoting a culture of philanthropy to amplify the School's impact.

LBS has over a hundred faculty, conducting world-class research in accounting, economics, finance, management science, marketing, organisational behavior, strategy and entrepreneurship. We have four research institutes focusing on thought-leadership and impact, and a vibrant network of student and alumni clubs.

Together, they generate a remarkable flow of high-quality content and activity for our global community of more than 50,000 current students and alumni. Our task is to ensure we channel this activity into purposeful engagement that supports the School's purpose and goals.

Job Purpose

As Head of Content & Social Media, your mission is to lead our content and social media efforts, driving impactful results for our brand through strategic management and innovative approaches.

He/she will lead on all content and social media campaigns that serve the Experience pillar of the overarching content strategy, including supporting content development and execution requirements of our business unit teams and will manage a team of content and social media managers.

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 Editorial Planning Group (EPG), bringing expertise, rigour 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 & Social Media Strategy and Planning

- Lead the social content & media strategy – using audience insight and data to inform social media content planning, working directly to deliver excellence in content within the Learning and Community 'Experience' pillar of the strategy.
- Be accountable for ideation and content planning and commissioning for key School moments across the year, told from our London and Dubai campus's.
- Develop in-partnership with EE, ADV, DECC and DL Marketing Managers the content plan and calendar, ensuring quality representation of our business lines across our social media channels.
- Manage content & social media budgets, allocating resources effectively to maximize ROI.
- Be accountable for the day-to-day Social Media calendar, supporting Social Media Managers across LinkedIn, Instagram, YouTube, and maintaining 'skeleton' presence on Twitter/X, Facebook – ensuring consistency and relevance.
- Lead LinkedIn Strategy and implementation plan (including HR/Employee, Alumni channel, Newsletter approach, Lives, and other emerging platforms)
- Lead YouTube and video (alongside Film and Podcast Studio Manager) strategy for YouTube feed, YouTube shorts, and owned video approach for 287k follower audience
- Lead team of content managers effectively, ensuring content commissioned and executed is of a high standard and appropriate for the brand.
- Be responsible for their own content projects, including supporting content managers with their projects, providing oversight and senior expertise where required.
- Work with the marketing analysts to define and track social content performance, against KPI's and benchmarks and in line with overall B&M objectives.
- Ensure policies and processes for Crisis Communications pertaining to social media are up-to-date and aligned with the overall plan and governance of Crisis Communications from the Communications Team (led by the Chief Communications Officer).
- Accountable for monitoring social channels for risk and reputational impact.

Social Platform Strategy & Management

- Accountable for the right content, to the right audience, for the right channel, ensuring content is produced to best practice principles
- Ensuring tried and tested and new innovative content formats are used to their best advantage
- Accountable for the management, SLA monitoring and performance of any out-sourced agency provision for social media activities, for example community management, regional support (China).
- Utilise social media management tools to best use (Hootsuite/Sprout).

Community of Practice Expertise

- Developing social media training, toolkits and support for LBS ambassadors, faculty, staff and students.
- Ensure the brand's voice, values, and messaging are consistent across all social media channels.
- Staying up-to-date with evolving social media trends
- Monitor competitor activity and best practice across messaging and content.

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
- High performing content across the Experience pillar, meeting objectives and KPI's as agreed
- Effectiveness of channel performance
- Positive staff engagement
- Trusted adviser relationships developed with internal customers and stakeholders
- Excellent feedback from stakeholders
- Creation of engaging content and materials
- 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 content strategist and team leader.
- Ability to adapt to evolving social media trends
- Deep understanding of the social media landscape, including current trends, best practices, and the nuances of major platforms (e.g., Facebook, Instagram, X, LinkedIn).
- Proficiency in utilising social media analytics tools to measure performance, identify trends, and optimise social media strategies
- 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 4 direct reports:

Social Media Manager x 2

Content Manager x 2

Staff	
Budgets	
Date Updated	15 November 2024