

# JOB DESCRIPTION

<b>Job Title</b>	<b>Engagement Coordinator</b>		
<b>Reports to</b>	<b>Senior Engagement Lead</b>		
<b>Department</b>	<b>Degree Education – Recruitment &amp; Admissions</b>		
<b>Job Family</b>	<b>Relationship</b>	<b>Level</b>	<b>2</b>

## 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

**Degree Education** contributes to the School vision by:

- Attracting and selecting talent from around the World
- Creating an environment in which students can learn
- Maximising student and alumni career opportunities through developing their career skills and engaging with employers.

We aim to create an exceptional learning environment for a global, cross-generational community of intellectually curious, critical thinkers.

Degree Education and Career Centre (DE&CC) is responsible for designing, promoting, recruiting for and delivering London Business School's portfolio of degree programmes. Programmes include the MBA, a suite of Executive MBA programmes (London-based, Dubai-based, EMBA-Global with Columbia Business School and EMBA-Global Asia with Columbia, the Sloan Masters in Leadership and Strategy, the Masters in Finance (fulltime and modular), the Masters in Management (MiM) and the Global MiM and the Masters in Financial Analysis (MFA). The degree portfolio represents over 60% of the School's revenues. A number of programmes are ranked in the top 10 by the Financial Times.

## Job Purpose

The Engagement Coordinator supports the operational delivery of the engagement plan.

The ultimate goal of the role is to provide our R&A colleagues with best opportunities to engage with high quality and diverse candidates to recruit them into our degree programmes, while allowing them to become audience experts and valued partners to their R&A portfolio team. They will be responsible for assisting the Engagement Manager to successfully deliver the portfolio engagement plan.

This will be achieved via a number of engagement activities that appeal to broad audiences: owned virtual and in person events; third party and fair events; digital communications; Partner relationships; blog and on demand video content.

Guided and supported by the Senior Engagement Lead and the Engagement Manager the Engagement Coordinator will focus on a single portfolio of degree programmes :

**Graduate Masters:** Global Masters in Finance, Masters in Finance, Masters in Financial Analysis and Masters in Analytics and Management

**MBA MiFs:** MBA, One-year MBA, Masters in Finance Full-time, Masters in Finance Part-time

**Leadership Programmes:** Sloan Masters in Strategy and Leadership, Executive MBA – Blended London, Executive MBA – Blended Dubai, Executive MBA In-person London, Executive MBA In-person Dubai, Executive MBA Global

## Key Areas of accountability and Key Performance Indicators (KPIs)

### Key areas of accountability:

#### **Engagement planning**

- Supports scheduling of events and digital communication (DCs)
- Contributes to content ideas for the planning of events, DCs and blog
- Ensures that events and DCs, as well as associated meetings, are scheduled in the relevant calendars (shared and individual)

#### **Support the delivery of events in person & Hybrid**

- Researching and booking venues (external and on campus space)
- Liaising with venues regarding catering etc
- Compiling pre-travel information and materials for R&A stakeholders and event contributors (i.e. students, alumni and school wide staff)
- Attending on-campus events to support with the smooth running and delivery
- Collate registration and attendance data
- Ensure event is set up in CRM and relevant tracker, and that registration and attendance data is accurate and available to the wider R&A team

#### **Support the delivery of virtual events**

- Generate Zoom links and distribute with stakeholders
- Liaise with stakeholders where required, to collate and distribute pre-event information
- Attend and run 'regular' virtual events to ensure smooth running (check stakeholders are comfortable with slides, mics are working, cameras are on)
- Moderate Q&A where necessary
- Collate registration and attendance data
- Ensure event is set up in CRM and relevant trackers, and that registration and attendance data is accurate and available to the wider R&A team

#### **Support delivery of digital communications**

- Liaising with stakeholders where necessary for their content contributions
- Support with curating marketing lists when necessary
- Content composition, data segmentation, deployment and monitoring performance of "regular" emails - events mailer, events follow up, deadline reminders and other less content complex communications (with support from Engagement Manager where necessary)

#### **Support the success of the Engagement Team and wider R&A team:**

- Collate portfolio engagement data for events, emails, blog and showcase in support of Engagement Manager for monthly pipeline meetings
- Processing of payment, invoices and orders
- Ad-hoc projects, as time and interest allows

#### **Customer Service**

- Act as the first point of contact within the team for prospective or current student/client/stakeholder enquiries and ensure that they are dealt with promptly to meet and exceed their needs and expectations.

#### **Administration**

- Complete tasks in accordance with defined policies and procedures to ensure that a consistent, world-class service is provided to all clients and stakeholders.
- Monitor levels and order standard materials/resources ensuring that appropriate stock levels are maintained within budget.

- Co-ordinate team calendars and meetings to support efficient and effective team working.

### **Analysis and Reporting**

- Organise, upload into and monitor databases to ensure accurate recording against metrics to be used in the measurement of the team or department performance.
- Draw on information from databases to produce standard reports to support decision making within the department.

### **Student Recruitment**

- Co-ordinate the engagement activities that lead to the recruitment of prospective students ensuring that paperwork is completed and procedures are followed, to support the delivery of a smooth and effective service.
- Develop knowledge of London Business School offering and make initial match to prospective stakeholder needs.

### **Collaboration and Support**

- Work collaboratively with colleagues to help deliver team objectives and meet or exceed targets and metrics.
- Act as a point of referral for less experienced colleagues to help to resolve issues within the department.

### **Project Management**

- Provide support (e.g. research, external benchmarking) to straightforward projects in own area in order to support project planning and implementation; sometimes taking the lead on defined project activities.

### **Financial Management**

- Accurately process invoices and input financial data into systems to support the tracking of team/department budgets.

### **Process Improvement**

- Keep up-to-date with relevant London Business School offerings and make suggestions for improvements based on client and stakeholder feedback.
- Proactively review relevant processes and systems within own area of work and make suggestions to improve efficiency and effectiveness.

### **Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, act in a resilient manner when responding to change, and proactively look for opportunities to support change to help embed it in the team and/or department.

### **KPIs:**

- Smooth end-to-end running of events
- Email communications deployed on time, and with accurate and engaging content
- Data collated accurately and in a safe manner. Shared in a timely fashion
- High-quality service provided to prospective students and stakeholders
- Timely response to and resolution of enquiries, requests and issues.
- Meeting or exceeding targets and metrics.
- Contribution to the achievement of team targets.
- Up-to-date diary management.
- 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.

## Knowledge/Qualifications/Skills/Experience required

**Required:** Excellent organisational and communication skills | Confident stakeholder management | Attention to detail | Experience using Microsoft Office and Zoom

**Desired:** Experience using ClickDimensions or other email platform | Experience using Microsoft Dynamics or other CRM

- Further education or equivalent.
- May hold vocational qualification.
- Excellent customer service skills.
- Experience of working in a customer facing environment.
- Proven track record of delivering against Key Performance Indicators or metrics.
- Good communication skills and the ability to address a variety of stakeholders.
- Sound working knowledge of standard IT packages, systems and/or databases.
- Proactive approach to relationship development with colleagues and stakeholders.
- Excellent attention to detail.
- Strong time management skills with the ability to organise and prioritise.
- Good team working skills and the ability to work collaboratively.
- Ability to interpret and apply guidelines to a specific activity.
- Experience in standard financial management processes.

<b>Staff</b>	<b>0</b>
<b>Budgets</b>	<b>N/A</b>
<b>Date Updated</b>	<b>2/03/25</b>