

JOB DESCRIPTION

Job Title	Executive Director, Sales & Client Relations, Executive Education		
Reports to	Associate Dean, Executive Education		
Department	Executive Education		
Job Family	Overarching	Level	6

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

Executive Education designs and delivers world-class management and leadership development programmes including a portfolio of over 30 open enrolment programmes for individuals, and customised programmes for global client organisations.

Executive Education accounts for significant proportion of the School's total revenue and is an essential part of the School's mission to have a profound impact on the way the world does business and the way business impacts the world.

Job Purpose

The Executive Director, Sales & Client Relations is responsible for the department's sales, business development and customer relations strategy. Specifically, the postholder's key responsibilities are:

- Achieving Executive Education's financial and customer relations quality targets
- Ensuring accurate financial forecasting, management of the pipeline and use of the business' CRM

- Creating and executing on a successful outbound and inbound sales strategy for all of the business' products and services
- Leading a highly engaged, sophisticated bid, business development and sales team
- Leading in winning strategically important and/or large deals and in personally managing relationships with client organisations.

The Executive Director sits on the Executive Education Management Team and is an ambassador for the department.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Develop and execute on strategic and operational inbound and outbound sales plans to achieve pipeline, revenue, margin and reputational targets, that are aligned with and support Executive Education's and the School's strategic goals and vision.
- Develop and agree Key Performance Indicators for the division, driving performance and taking actions to ensure targets, objectives and standards are exceeded or met.
- Participate as a senior leader, representing Executive Education and the division, to influence the strategic direction of the School.
- Communicate strategic plan throughout Executive Education and your division, ensuring high levels of awareness and engagement.
- Regularly monitor the value of services provided to organisations, teams and individuals and take prompt action, in collaboration with peers, where needed.

School Performance

- Drive the achievement of the division and School-wide targets, initiatives and/or projects/programme.
- Anticipate and identify strategic business needs, issues and business drivers and lead the development and implementation of new/enhanced systems, processes and policies to enable Executive Education and the School to achieve its strategic and operational objectives.
- Work across the School with colleagues to optimally manage the top 25 LBS corporate accounts

Divisional/Departmental Leadership

- Lead the team to achieve their strategic and operational objectives, ensuring people are focused on the right priorities, have the right capabilities and mindset and resources are aligned and appropriately deployed maximise growth
- Anticipate and identify all potential business risks and oversee risk management, compliance and governance.
- Monitor outcomes, targets, KPIs regularly and report to the Associate Dean and business on a regular basis.
- Coach, support and motivate the team to high levels of engagement, wellbeing and performance.

- Offer development to ensure the team is developing their sales, business development and client relations capabilities. Identify and address talent development needs to achieve strategy and plan.
- Ensure team is aware of and complies with all relevant policies and procedures.
- Develop and agree budgets for the division, manage and monitor outcomes to ensure that resources are appropriately deployed and financial targets are met.

Relationship Management

- Personally lead on large and/or strategically important client opportunities
- Personally manage several client relationships.
- Anticipate and react to complex client/stakeholder issues, resolving effectively.

Product/Proposition/Technical Knowledge

- Keep team and self up-to-date with learning and technological advancements and trends in the executive education industry. Use these to meet clients needs.
- Keep team and self up-to-date with London Business School and competitor offering, wider trends and innovations.
- Keep team and self up-to-date with client context, industry trends and advancements.

Commercial

- Lead and support in the negotiation of high-value, non-standard contracts and agreements with clients and stakeholders to secure the best possible commercial outcome for the School.
- Use understanding of the client's needs and the School's offering and financial targets to ensure appropriate terms are offered and can be delivered.

Enabling Collaboration

- Act as programme/project sponsor and provide oversight to a portfolio of programmes/projects across Executive Education and the School, identifying interdependencies and opportunities to join up initiatives for the overall benefit of the School.
- Proactively encourage teams to collaborate across divisions and departments, to maximise School performance opportunities.

External Visibility

- Represent the School as required to a wide range of external audiences and stakeholders, including clients, proactively promoting the School, its programmes and opportunities.

Specialist Advice

- Provide divisional and departmental expertise and guidance to senior internal/external stakeholders to support them in the achievement of their strategic /operational goals.

Change Management

- Champion change across the School by acting as a sponsor for change programmes, and by modelling the behaviour expected from all colleagues, to win hearts and minds and gain overall organisational buy-in to the change.

KPIs:

- Executive Education revenue and contribution targets (£s)
- Win/loss target (%)

- CRM accuracy (%)
- Forecast accuracy (%)
- Team engagement (%)
- Client NPS
- Development, buy-in and achievement of strategy to support the delivery of London Business School objectives.
- Quality inputs into management decision-making.
- Continual innovation in School-wide /departmental improvements.
- Service excellence performance levels for the department.
- Sound commercial management and demonstrable return on investment for budgets managed.
- Achievement of cross-departmental projects and change initiatives.
- Development and successful deployment of new/enhanced systems, processes and policies that are aligned to strategic objectives.
- Effective risk-management for department/division/School.
- Implementation of School-wide standards, policies and processes.

Knowledge/Qualifications/Skills/Experience required

- MBA, Masters or Bachelor's degree.
- Extensive experience in leading and scaling B2B and B2C sales and customer relations functions.
- Significant people management experience
- Experience in achieving outstanding results within a complex organisation with competing demands.
- Strong communication, influencing and negotiating skills
- Strong commercial acumen
- Sound knowledge and use of CRM systems, specifically Salesforce
- Deep customer centricity. Ability to listen, identify and build solutions to meet customer needs.
- Deep knowledge of the executive education industry and relevant external environment. Good knowledge of how executives learn.
- Excellent ability to develop and maintain senior level relationships with client organisations.
- Ability to manage multiple internal and external stakeholders and to collaborate effectively with peers, junior staff and senior leaders.
- Skilful at giving and receiving feedback
- Ability to maintain a strong connection between diverse departments.
- Experience of leading organisation wide business change programmes.

Resources including team management
<p>Bid and Business Development team</p> <p>Client Directors</p> <p>Client Relationship Managers</p>

Staff	c20 staff
Budgets	<p>Travel and operational team budget</p> <p>Input into marketing budget</p>
Date Updated	11 April 2023