

JOB DESCRIPTION

Job Title	Associate Director, Middle East Development		
Reports to	Executive Director, Recruitment & Admissions / Executive Director, Career Centre		
Department	Degree Education		
Job Family	Relationship	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

London Business School is a top global business school. We operate in a fast moving, highly competitive international marketplace. Degree Education oversees a programme portfolio that represents over 50% of the School's revenues. We have several programmes ranked highly in the Financial Times and Business Week business education rankings. The department also plays an essential role in supporting the School's brand and reputation. Executive Education oversees the School's L&D partnerships with global organisations, designing and delivering world-class programmes that enable working professionals to transform and grow. This includes offering a portfolio of over 30 short courses (open enrolment) open to the public and customised programmes for executives from Boards through to middle managers in global organisations.

Within Degree Education, Recruitment and Admissions is a group of 50+ individuals, based in both London and Dubai, tasked with all aspects of the customer sales and selection experience from enquiry to enrolment. The team is responsible for recruiting

and converting world-class degree programme candidates from around the world, as well as building links with potential sponsoring organisations. The Career Centre operates at the other end of the value chain providing our students, from graduate Masters to highly experienced employed executives, with world-class career management skills, career insights and career opportunities. It also plays a critical role in building strong links with recruiters who are interested in accessing the School's talent.

Within Executive Education, Sales & Client Relations is a team of 15+ individuals, based in London and Riyadh, accountable for nurturing longlasting relationships with global organisations. This includes business development, client relationship management, account management and oversight of design, delivery and continuous improvement of learning.

Job Purpose

The Associate Director, Middle East Engagement will be based in our Dubai campus and will play a critical role in building London Business School's brand and supporting operations in the Middle East now, and in line with any future developments of our international strategy. They will support the Executive Education and Degree Education teams, by working with candidates and relevant government and commercial organizations in the region. The five key deliverables of the role are:

- Act as the Middle East lead for new business development to support the Recruitment & Admissions team in building the sponsored candidate pipeline in the region as well as extending and maintaining relationships with relevant commercial and governmental partners.
- Act as the UAE lead for new business development to support Executive Education in nurturing longlasting relationships and enabling government agencies and corporations to transform and grow through short courses, customized programmes, online programmes and other products and services that LBS offers and can meet their needs.
- Build relationships with aspirational employers in the region, connecting a network of employers with the Career Centre Employer Engagement team and driving job opportunities for students and alumni.
- Deepen and leverage alumni relationships on behalf of Degree Education and the wider School.
- Support London Business School students and alumni to build their networks with employers in the region and generating insights on the current and future job market, as well as potential future commercial opportunities for London Business School as a whole.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Strategy and Planning

- Contribute to the development of the Middle East strategy for Executive Education, Degree Education and London Business School as a whole, to enable the realisation of the London Business School vision.
- Develop engagement plans for current or prospective sponsored candidates, corporate partners and governmental organisations, and oversee their implementation to ensure delivery against agreed revenue or engagement targets.
- Work in partnership with the Associate Director, Business Development, Degree Education to ensure the development of our global DE business development strategy meets the opportunities and needs of the Middle East market.
- Work in partnership with Executive Education to ensure the development of a Middle East strategy that meets the opportunities and needs of the market.

Relationship Management

- Lead the identification, development, and management of a portfolio of existing and/or new partnerships, and develop new, strategically important relationships to ensure London Business School has a network of substantial, profitable and enduring relationships in the Middle East region.
- Build a pipeline of DE sponsored candidates and work in partnership with the wider R&A team to support them through the customer journey, with the end goal of programme enrolment.
- Develop a pipeline of Executive Education leads and convert these into longlasting relationships.
- Leverage a network of London Business School alumni, partners and other stakeholders to support both Middle East and wider School activities.
- Deliver a world-class service to our students and alumni and support them in achieving successful career outcomes.
- Utilise expertise and insight to lead the development of relevant initiatives in the region, ensuring that London Business School's employment outcomes, rankings and programme portfolio remain market leading.
- Organise relevant events to connect, inspire and inform networks in the region, e.g., an annual Recruiter Forum, a corporate event.

Product/Proposition Knowledge

- Keep up to date with business education advancements/trends and use these to ensure that innovative activities and insights are delivered.
- Build a deep understanding of current and future labour market forces and trends across the MENA region and develop collateral to tell the story.
- Keep up-to-date and apply deep and broad understanding of London Business School and competitor offering, to ensure we remain world-class.

Analysis and Reporting

- Analyse existing and commission new reports and wider data sets to establish themes and trends and use this insight to inform decision making.
- Use the School CRM systems and other systems to track business development relationships, to assess of the strength/quality of relationships and/or the impact of engagements, and provide Key Performance Indicators for business development in the Middle East region including the direct impact on the candidate pipelines for programmes in London and Dubai.

Commercial

- Lead commercial discussions and contract negotiations with Executive Education 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 for Executive Education work.

Collaboration and Stakeholder Management

- Build relationships with and influence multiple stakeholders across Executive Education, Degree Education and the School, to ensure integrated decision making and a cohesive approach to achieving team targets.
- Share market insights and ensure effective information flow to key stakeholders on the London campus
- Represent the School and/or the Dubai campus as required at industry events in the region and more broadly.

Project and Change Management

- Provide subject matter expertise to strategic, complex and/or high-impact projects, both in the Middle East and across the School as required, to support their successful delivery.
- Champion change by role modelling the behaviour expected from all colleagues, develop and communicate plans to ensure change is successfully implemented

KPIs:

- Well defined, clearly communicated and executed strategy and plan for area of work.
- Trusted adviser relationships developed with pipeline candidates and organisations in the region, with excellent stakeholder feedback.
- Support the R&A student targets by creating a pipeline of sponsored candidates from the region equivalent to at least 10 DE programme enrolments, representing at least £850,000 in programme revenue..

- Engagement target of 15 active corporate clients met or exceeded, plus delivery of annual Recruiter Forum with 20+ corporate representatives.
- EE revenue/engagement targets met or exceeded
- Smooth operation of reporting cycle in own area producing highly accurate data which informs decision-making, including bi-annual labour market updates on the Middle East for dissemination internally and externally.
- Contribution to Dubai campus and cross-School initiatives as required.
- Accurate budgets developed, no overspend and value for money demonstrated.
- Contribution to continuous improvement in School rankings.

Knowledge, Qualifications and Skills Required

- Bachelor’s degree or equivalent experience.
- Professional qualification or equivalent experience.
- Significant experience of working in, with or for clients in the Middle East essential; sales, business development and/or executive search experience preferred.
- Excellent communication skills and the ability to develop and maintain client relationships at senior levels.
- Highly skilled in negotiation, networking, and influencing.
- Experience of consultative sales and developing solutions with demanding clients.
- Ability to manage multiple internal and external stakeholders and to operate effectively with senior leaders.
- Experience of key account management and developing client relationships.
- Extensive awareness of the activities of the organisation and competitor schools.
- Ability to scan the horizon, identify industry best practice and translate this into future planning for own area of specialism.
- Proven financial management skills.

Resources including team management

N/A

Staff	N/A
Budgets	TBC

Date Updated	21 March 2025