

JOB DESCRIPTION

Job Title	Chief Marketing Officer		
Reports to	Chief Operating Officer		
Department	Marketing		
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

The Marketing department is responsible for building the health of the London Business School brand along with developing and delivering the School's marketing strategy.

The department is accountable for fueling an outstanding and diverse pipeline, optimising the digital customer experience, and driving customer/stakeholder engagement and advocacy.

Job Purpose

The Chief Marketing Officer is accountable for driving the School's growth and reputation across Degree Education, Executive Education, Digital Learning, and Advancement.

They will lead a modern, insight-driven brand & marketing function that builds deep understanding of learners, alumni, and partners; strengthens global brand desirability

through data-led storytelling; and delivers measurable outcomes across the full marketing and engagement pipeline.

This role reports directly to the Chief Operating Officer and serves as a key member of the Professional Services Leadership Team (PSLT), ensuring marketing contributes directly to LBS's strategic and commercial ambitions.

Job Requirements

Strategic Leadership & Growth Accountability

- Develop and execute an integrated marketing strategy that drives qualified interest, conversion, and lifelong engagement across all portfolios.
- Position marketing as a strategic growth engine - aligning campaigns, brand activity, and digital investments with School-wide commercial and reputational goals.
- Establish clear success measures linked to enrolment, participation, engagement, and ROI.

Brand Leadership & Global Reputation

- Strengthen and protect the London Business School brand - ensuring it remains aspirational, relevant, and globally distinctive.
- Deliver a clear, insight-led brand narrative and storytelling that celebrates the School's impact on business and society.
- Elevate faculty thought leadership, research, and alumni impact stories to reinforce LBS's position among the world's top business schools.

Customer Insight & Market Intelligence

- Build a robust marketing insights capability that deepens understanding of learner, participant, and partner motivations, inclusive of global reach and multicultural audiences, to inform authentic, data-led storytelling.
- Translate insight into strategy - informing product innovation, pricing, and go-to-market decisions for Degree, Executive Education, and Digital Learning portfolios.
- Use data and analytics to anticipate market trends and guide investment priorities.

Digital, Data & Experience Transformation

- Lead the digital evolution of marketing - embedding automation, CRM, and AI-enabled decision making to optimise performance and personalisation.
- Partner with Technology, Digital Learning, and other teams to deliver a premium, seamless experience across all digital touchpoints.
- Ensure marketing operations are underpinned by high data integrity, efficiency, and continuous performance tracking.

Leadership & Collaboration

- Lead and develop a high-performing brand & marketing organisation that brings together brand, digital, content, creative, insight, and analytics expertise.
- Manage budgets and resources effectively, ensuring measurable value and accountability for marketing investment.

- Collaborate across functions - particularly with Degree, Executive Education, Digital Learning, and Advancement - to ensure alignment, consistency, and shared success.
- Foster a culture of innovation, inclusion, and continuous improvement.

Knowledge, skills and experience required

- Proven record of driving brand and commercial growth through integrated marketing and data-driven strategy.
- Expertise in digital transformation, CRM, and AI-enabled marketing.
- Deep understanding of customer insight, segmentation, and global audience behaviour.
- Proven ability to influence across complex stakeholder environments and lead high-performing teams.
- Able to think strategically while remaining hands-on and pragmatic when required.
- Experience managing agencies, suppliers, and large-scale marketing budgets.
- Higher-education experience is a plus, not a prerequisite; experience in premium consumer, professional-services, or technology-led sectors is equally valued.

Personal Attributes

- Strategic, commercially astute, and insight driven.
- Collaborative and influential, able to build trust across diverse teams.
- Innovative and curious, with strong analytical and creative instincts.
- Deep commitment to London Business School's purpose, people, and premium global reputation.

Budgets	tbc
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