JOB DESCRIPTION

London Business School

Job Title	Outreach and Communications Manager		
Reports to	Executive Director		
Department	Wheeler Institute for Business and Development		
Job Family	Relationship	Level	3

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 and team

The Wheeler Institute for Business and Development at London Business School was created to research and amplify the role of business in tackling the hardest challenges in social and economic development.

The Outreach team focus on engaging and expanding the audience of the Wheeler Institute, amplifying the multiple activities and initiatives of the Institute across its three main pillars: conducting rigorous research, forging communities of practice and shaping business education.

Job Purpose

The post holder will report to the Executive Director of the Wheeler Institute and be responsible for managing and performing a wide range of creative, technical and administrative duties in order to support outreach actions to amplify the Wheeler Institute's reputation through its research and education initiatives.

This role will contribute to our ongoing evolvement of platforms that allow us to engage with a wide(r) audience and support us to manage and build effective relationships with our communities. The postholder will also contribute to the successful running of Wheeler Institute events and activities where required.

This role is ideal for individuals who wish to enhance their skills in project management, stakeholder management, communications, and marketing while thriving in a dynamic, creative, and diverse work environment. It offers the opportunity to embrace responsibilities that arise in a fast-paced setting, while working collaboratively with a highly motivated team.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Communications and web presence

- Develop and design collateral materials, brochures, presentations, newsletters, annual reports, and other materials to support the outreach initiatives
- Update and further develop our website, blog, social media channels and other relevant web platforms, featuring regular updates, news, articles and multimedia pieces
- Lead the creation and review of analytics reports on communications, web presence and social media traffic
- Develop opportunities for the content generated by the Wheeler Institute and our supported collaborators to be amplified and/or disseminated in relevant media/press channels

Research and content production

- Research, develop new stories and edit/review written pieces for publication on our website, blog or other relevant channels
- Coordinate a pipeline of content assigned to student interns and/or copywriters, keeping track of their delivery and scheduling their publications according to a content calendar
- Manage end-to-end video production including crafting storylines, filming, advising on editing, placing b-roll, uploading and promotion
- Research the latest outreach trends, suggesting and applying ideas to ensure ongoing improvements to our communications and marketing materials

Relationship and stakeholder management

- Manage a portfolio of stakeholders and project partners, building new collaborations and further developing existing relationships
- In coordination with the Executive Director, develop relationships with Student Clubs, making sure that the Wheeler Institute is present and support meaningful Student-Led initiatives and events
- Support the creation of a stakeholder map and library of relevant outreach information to support ongoing and future engagements/initiatives
- Support the leadership team and wider team of the Wheeler Institute ensuring that the level of engagement and service provided to stakeholders meets the standard expected by London Business School.

Events and project management

- Support the delivery and impact of events across the Wheeler Institute, including leading audience building, designing, creating, and distributing event posters, advertising through both internal and external channels, as well as managing audio-visual equipment, video recording and editing requirements
- Manage the delivery of virtual events, leading on the operations and logistics of the necessary technology to engage with speakers, panellists and the audience
- Project manage new or existing initiatives, leading the relationship with key stakeholders and coordinate timelines and resourcing with the internal and external projects teams
- Manage event registrations, attendee lists, post-event reports and updates of our CRM system

Internal Collaboration

- Work closely with Wheeler Institute team members to ensure operational consistency and sharing of resources and best practice
- Collaborate closely with team members and colleagues from across the School to enable cross department working, sharing of intelligence, and the identification and maximisation of stakeholder relationships
- Provide specialist information and guidance across the team and School departments as necessary to inform other programmes of work
- Monitor the quality of work delivered by third-party supplier/contractors against agreed service level agreements to ensure it is to the required standard, and provide feedback on performance to management

KPIs:

- Management and development of effective relationships with current and prospective stakeholders
- Production of high-quality content, marketing and multimedia materials for Wheeler Institute initiatives and events, for dissemination on website and social media
- Projects delivered on time, on budget and to quality standards and targets
- Delivery of impactful outreach initiatives, contributing to grow and expand our audiences
- Management of our CRM system with relevant functionalities, recipients and updated details
- Conducting regular assessments of our online content, as well as further enhancing our website, blog, project-focused webpages, and other online channels
- Development of relationships within and outside the team, and positive feedback from colleagues

Knowledge, Qualifications and Skills Required

- Experience in a relevant function and field
- Strong written communication skills and experience in content production, optimisation and dissemination
- Experience of reviewing and developing articles and copy across multiple channels and platforms
- Experience of disseminating and amplifying content though online platforms, such as websites, blogs and social media
- Strong awareness of current affairs and passion for the mission of the Wheeler Institute
- Excellent interpersonal skills with experience of working with a wide range of stakeholders
- Understanding of how to grow audiences, leverage participation and build communities
- Experience of managing marketing collateral with strong graphic and design elements, good sense of aesthetics and an exceptional eye for detail
- Desired experience using the Adobe Suite – (Adobe Photoshop and InDesign) or similar software
- Experience delivering virtual events, being familiar with webinar technology/software (i.e. Zoom)
- Experience with Salesforce or other relevant CRM systems or databases
- Desired experience using or working knowledge of Google Analytics or social media analytics