

JOB DESCRIPTION

Job Title	Senior Marketing Manager		
Reports to	Executive Director, Product & Portfolio Marketing		
Department	Brand & Marketing		
Job Family	Brand	Level	4

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. The School is consistently ranked in the global top 10 for its programmes and is widely acknowledged as a centre for outstanding research. As well as its top-ranked full-time MBA, the School offers degree and award-winning executive education programmes to organisations and their people from around the world.

With a presence in three international cities – London, New York and Dubai – the School is well positioned to equip students from more than 130 countries with the tools needed to operate in today's business environment.

The School has more than 58,000 alumni, from over 160 countries, which provide a wealth of knowledge, business experience and worldwide networking opportunities. Our 100+ faculty come from more than 30 countries and cover seven subject areas: accounting; economics; finance; management science and operations; marketing; organisational behaviour; and strategy and entrepreneurship.

About the Department

The Brand & Marketing function has an important role to play in helping achieve LBS's strategic vision to deliver rigorous lifelong learning, for our global community, through our London hub.

This means, we work hand-in-hand with our impact streams to take our learning offer, learning experiences/outcomes and faculty thought-leadership to market - to specifically appeal to, drive consideration and preference for and support advocacy of the LBS brand as a learning partner throughout individual careers and organisational transformation.

We are the voice of our customers: degree-seekers, working professionals, corporates and our alumni. We do this through expressing our brand with

marketing campaigns, content and experiences that connect with people in a consistent, compelling and uniquely LBS way - wherever they are on their journey with us.

By doing this, we support the commercial objectives and resonance of LBS and the brand; we engage our Brand & Marketing team around our focus and plans; and we build a high-performing and accountable culture that is appreciated by all, for doing the right thing.

Job Purpose

As Senior Marketing Manager (reporting to the Executive Director, Product & Portfolio Marketing), you are responsible for leading, shaping and prioritising marketing activities across Degree Education, Executive Education and Advancement. You will own the planning, development and reporting of priority marketing campaigns targeting future, current and past customers. You will work with the ED Product and Portfolio Marketing to allocate resources to all related projects within the team and closely support junior members on the implementation and execution of their projects.

You will partner closely with the Executive Director as a right-hand lead on strategy planning and execution across the portfolio. Drive alignment across multiple stakeholders, manage complexity with clarity, and ensure seamless delivery of marketing initiatives that support overarching business objectives.

You will contribute to the development of the marketing strategy and annual planning process for the audience segments. You will collaborate closely with colleagues across the Brand & Marketing Department and agency partners, to implement innovative and effective campaigns which bring our brand to life and generate engagement with our audience.

You will collaborate closely with stakeholders to achieve joint goals and objectives and immerse yourself within the product portfolios and audiences. You will manage key stakeholders at your level but also liaise with more senior stakeholders as and when required, for example on high-priority projects that you may lead.

When required, you will support or substitute for the Marketing Managers at pipeline meetings, providing performance analysis to stakeholder groups, along with recommendations. You will also be responsible for leading on detailed analysis and interrogation of activity performance to assess the success of content, campaigns and initiatives against key performance indicators and overall departmental objectives, ensuring that findings feed into continuous improvement.

You will manage and develop a team of Marketing Managers, ensuring high-quality delivery, strong performance management, and continuous improvement across campaigns, content and initiatives.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Set priorities, allocate resources, and balance demand across Degree Education, Executive Education and Advancement as needed.
- Contribute to the development of strategy for the area, ensuring that plans are aligned to wider departmental strategy and overall School vision.
- Contribute to the development of broader operational plans, manage operational plans in own area and enable successful implementation by prioritising and aligning planned activities.
- Contribute to the development of Key Performance Indicators to support the assessment of the quality and impact of brand content, campaigns, and initiatives.

Team Leadership and Development

- Line manage Marketing Managers, setting clear objectives, providing coaching and feedback, and supporting professional development.
- Create a high-performing, collaborative team culture with clarity of purpose and accountability.
- Ensure consistent standards, ways of working and application of best practice across the team.
- Support recruitment, onboarding, and capability building as required.

Brand Management

- Review content developed in-house or by agencies against internal quality assurance processes to ensure it meets brand guidelines.
- Use expert knowledge to segment audiences, enabling the targeting of campaigns/initiatives to maximum impact and return on investment.
- Act as a trusted advisor to stakeholders, providing challenge where necessary to co-create solutions that meet and exceed their needs.

Project/Campaign Management

- Lead on the delivery of a portfolio of projects and campaigns in own area of specialism, or act as an expert resource to or manage a work stream in a large/complex project, managing in-house and agency resources to ensure successful delivery within budget and to quality standards and targets.
- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.
- Collaborate with the Brand Manager to develop school priority brand campaigns.

- Work closely with the CRM & Lifecycle Manager to deliver nurture strategy for purchased data and account management of provider of purchased data.

Analysis and Reporting

- Liaise across the team to prepare complex reports to inform planning and decision-making.
- Lead evaluation activity to assess the success of content, campaigns and initiatives against key performance indicators and overall departmental objectives and ensure that findings feed into continuous improvement.
- Benchmark content, campaigns and initiatives to ensure quality and performance is measured against our competitors.
- Work closely with the Head of Marketing Analytics to develop and optimise robust reporting tools and dashboards and to provide specific data to identify learnings and market trends. Use findings to develop further insights to inform decisions on future brand initiatives.
- Responsible for the delivery of (owned) campaign wrap up presentations, working with relevant partners and agencies and ensuring learnings are taken forward in future activity.

Product/Proposition/Technical Knowledge

- Research and keep up-to-date with industry and technological advancements and trends and use these to ensure that innovative and effective brand solutions are developed.
- Develop deep understanding of London Business School and competitor offerings and use this knowledge to inform innovative and high-impact brand solutions.

Supplier/Contractor Management

- Partner with the Head of Marketing Partnerships and Delivery on any tendering process to select contracts for the delivery of services for your area of responsibility. Provide ongoing oversight and engagement with suppliers to ensure the school gets maximum value for money.

Collaboration

- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate for best brand outcomes.
- Work with the ED Product and Portfolio Marketing to allocate resource to all related projects within the team and closely support junior members on the implementation and execution of their projects.

Financial Management

- Manage and take responsibility for specific budgets, fulfilling financial management requirements, and ensuring the cost-effective use of financial resources within budget.
- Lead on quarterly and annual budget forecasting for relevant cost centres.
- Support the development of bid requests and annual budget planning.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.

KPIs:

- Design and delivery of high-quality marketing campaigns.
- Trusted adviser relationships developed with internal customers and stakeholders.
- Excellent feedback from stakeholders.
- Contribution to the development of policies and processes.
- Contribution to increased engagement levels through campaigns or initiatives.
- Projects/campaigns delivered on time, on budget and to quality standards.
- Accurate budgets developed, no overspend and value for money demonstrated.
- Contribution to innovation within own area.
- Production of high-quality reports, with complex analysis to support management decision-making.
- High-quality work delivered by third-party contractors and agencies.
- Strong cross-team working relationships developed with key stakeholders.
- Improvements in commercial performance for the team or department

Knowledge/Qualifications/Skills/Experience required

Required

- Significant senior marketing experience, including strategic planning and leadership.
- Bachelor's degree or equivalent experience.
- Proven experience managing and developing marketing professionals.
- Experience developing, implementing and measuring multi-channel marketing campaigns and activities to deliver business targets.
- Experience leading complex projects from briefing to execution with both creative and media agency partners.
- Excellent interpersonal and influencing skills, with the ability to build and maintain effective working relationships with colleagues and stakeholders at every level.
- Strong organisational and planning skills with the ability to work under tight deadlines and to effectively manage multiple projects simultaneously.
- Up-to-date knowledge of industry and technological advancements.
- Confident in ability to analyse and interrogate the performance of content, campaigns, and initiatives, using insights to fuel smarter strategies and continuous improvement.

- Experience of leading innovative projects, campaigns or initiatives.
- Experience of managing contractors and/or agencies.
- Financial management experience and commercial acumen.

Preferred

- Professional qualification or equivalent experience (CIM preferred).
- Knowledge of business education and competitor organisations.

Staff	Line management of 4
Budgets	Yes
Date Updated	26 June 2026