

# JOB DESCRIPTION

<b>Job Title</b>	<b>Head of External Communication</b>		
<b>Reports to</b>	<b>Chief Communication Officer</b>		
<b>Department</b>	<b>Communication</b>		
<b>Job Family</b>	<b>Communication</b>	<b>Level</b>	<b>5</b>

## About the School

At London Business School, our purpose is 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 Communication department is an integrated function encompassing public relations, media relations, thought leadership, internal and change communications, and community engagement. It manages the School's reputation, develops and executes communication strategies and annual plans, ensures clear, audience-informed messaging aligned to the School's strategic narrative, and reports on performance. The team supports staff and faculty, provides counsel on best-practice communications and reputation management, and collaborates with channel and content owners to deliver efficient, effective activity that advances institutional objectives.

## Job Purpose

The Head of External Communication, reporting to the Chief Communication Officer, is responsible for an external communications function that ensures consistent and clear messaging across external audiences, including the LBS community. This includes responsibility for coordinating key messages aligned to the School's narrative across all external LBS channels.

The function includes communication roles focused on media, public relations, and other stakeholder communications. It is supported by PR agencies currently operating in North America and the Middle East. The Head of External Communication is responsible for tendering, onboarding and managing these agencies.

The role is responsible for developing and executing an external communication strategy that supports the School's overarching strategy. This includes drawing up an annual communications plan with clear objectives, goals, strategies and measures, and budget, and reporting on those. It provides strategic communications advice to specific projects and programmes.

The role collaborates with technical, insight, content and channel leads across the School. The Head of Communication leads in the operational management of reputational risks and crisis communications, including communicating the LBS response to significant external events.

The communications function is responsible for overseeing the Dean's external communications, across all channels, and liaises closely with the Dean's Office and business units to ensure clarity of messaging and alignment with the School's strategic narrative and vision.

## Key Areas of accountability and Key Performance Indicators (KPIs)

### **Key areas of accountability:**

- The Head of Communication leads on media, public relations, and stakeholder comms.
- The post has responsibility for performance, ensuring that the team's activities are delivered efficiently and effectively to the highest of standards and enable achievement of the School's strategic objectives and vision.
- It is responsible for developing and executing communication strategies, an annual plan for the Communication function, and performance reporting.
- Engaging channel and content owners at LBS to ensure clarity of messaging and alignment with the LBS strategic narrative and vision.
- Ensure audience needs, wants and goals are understood by the external communication team and inform strategy.
- Providing counsel on best practice communications and reputation management
- Responsibility for maintaining communication plans to manage Major and Urgent Incidents and leading the communications response at an operational level.
- Coaching and mentoring those in direct reporting lines
- Managing the School's PR agencies

## **Leadership and Management**

- As a senior leader at LBS, take collective responsibility for the strategy and vision, understanding and advocating for the plan, promoting desired behaviours and developing the required leadership skills.
- Operate as a member of Operations Committee or leadership groups as required to coordinate operational activity, including providing advice on communication as well as representing the communication function and to promote cross-departmental collaboration
- As an operational leader in Communication, ensure resources are aligned to School priorities and appropriately deployed, anticipate and identify potential business risks, overseeing operational risk management and governance.
- Maintain and build internal stakeholder engagement, liaising with business units to manage their communications needs and ensuring a responsive service.
- As a leader and manager, focus on serving our people to be the best they can be, in an inclusive and diverse environment that values differences. Build and enhance a collaborative culture and take responsibility for continuous improvements of team engagement scores.
- Hold regular performance and growth conversations with direct reports to support progress in line with the School's policies.

## **Strategy and Planning**

- Develop and execute communication strategies aligned to the School's strategy and vision.
- Develop and agree Key Performance Indicators for external communication, driving performance and taking action to ensure targets are met or exceeded.
- Develop an annual plan for external communication and allocate resources to deliver on the objectives.
- Develop and lead the implementation of strategic and operational plans to support the achievement of function, departmental and organisational goals.

## **Brand and Reputation Management**

- Responsible for ensuring clarity of messaging from LBS to the external community and ensuring alignment with the narrative and vision.
- Ensuring business units are provided with appropriate advice on how to identify reputational risks, address where possible and escalate where necessary.
- Develop and maintain plans for addressing urgent reputational issues, including appropriate communications from the School.
- Identify communication risks and put in place appropriate mitigations based on clear ownership
- Operational leadership of crisis communications
- Providing appropriate training for the communications team, working with the Chief Communication Officer to provide the necessary resilience & leadership.

## **Project and Change Management**

- Develop and lead the execution of strategic projects, campaigns and/or initiatives and plans to promote the School's reputation, research, and teaching
- With the Chief Communication Officer, provide communication and engagement advice and counsel to change management projects including the Transformation Project and manage available resource to provide support where possible.
- Support operational leads across LBS by providing subject matter expertise to strategic, complex and/or high-impact projects to support successful delivery.

- Actively seek opportunities to innovate and drive performance with a higher impact.

## **Performance and Reporting**

- Drive achievement of External communication departmental targets, initiatives and projects
- Anticipate and identify strategic issues/needs, enhancing and implementing new systems to ensure delivery of the School's strategic and operational objectives
- Ensure a strong focus on performance and regular attention to relevant data
- Provide internal clients with a clear view of service levels and processes, engaging regularly to understand and manage demands
- Lead evaluation activity to assess the success of content, events and initiatives against key performance indicators and overall departmental objectives, and ensure that findings feed into continuous improvement.
- Develop, maintain and report on KPIs as part of the Quarterly Business Review
- Ensure alignment with the wider departmental dashboard and reporting.

## **Supplier/Financial Management**

- Manage the tendering process to select contracts for the delivery of services, and provide ongoing oversight to, and engagement with large suppliers/ contractors to ensure the School gets maximum value for money.
- Lead the development of budgets for the team.
- Lead the control of relevant budgets to ensure value for money and cost control.
- **KPIs:**
- Well defined, clearly communicated and executed strategies and/or plans of work.
- Trusted adviser relationships developed with internal customers and stakeholders.
- Excellent feedback from stakeholders.
- Creation of engaging content and materials.
- Successful development and implementation of projects and initiatives.
- Key Performance Indicators developed for new areas of work.
- High-quality work delivered by contractors and agencies.
- Contribution to cross-School initiatives.
- Team engagement scores maintained and improved over time.
- Projects delivered on time, on budget and to quality standards.
- Accurate budgets developed, no overspend and value for money demonstrated.
- Contribution to continuous improvement in School rankings.

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**Knowledge/Qualifications/Skills/Experience required**

- Bachelor’s degree or equivalent experience.
- Professional qualification or equivalent experience.
- Excellent communicating and influencing skills, with the ability to negotiate, collaborate and influence.
- Experience of managing multiple key internal and external stakeholders at all levels.
- Experience of leading a portfolio of projects, campaigns or initiatives.
- Extensive awareness of the activities of the organisation and competitor business 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 and strong commercial acumen.
- Broad understanding of each of London Business School's activities and offerings

**Resources including team management**

The Head of External Communication has responsibility for the management of a team of 3 direct reports.

<b>Staff</b>	
<b>Date Updated</b>	<b>April 2026</b>