

JOB DESCRIPTION

Job Title	Content & Communications Manager		
Reports to	Head of Professional Development		
Department	Career Centre		
Job Family	Brand	Level	4

About the School

At London Business School we have a profound impact on the way the world does business. 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 purpose of Career Centre is to enhance the career prospects and outcomes of our students and alumni. We aim to inspire exceptional career management and engage with high quality employers. We develop the career skills of students and alumni, preparing them to take ownership of their career development whilst supporting them to do so with confidence. We also engage with organisations to understand their talent needs, as well as facilitate recruitment and networking opportunities between employers and our students & alumni. In summary our role is to:

- Create and deliver a careers and professional development curriculum
- Coach and consult with students and alumni
- Provide access to a range of networking and career opportunities
- Provide employment insights

Career Centre is composed of an Employer Engagement team and two Student Engagement teams – one for Leadership Programmes and Alumni and one for Early & Mid-Careers. Their work is underpinned and enabled by an Operations Team and a Professional Development team.

Together with faculty teaching & learning, Career Centre lies at the heart of student and alumni career outcomes which are a key indicator and consequential driver of the success of any business school. Student and alumni career success drives heightened student interest, quality of student admission and participation, ability to attract and retain the very best staff and faculty, further engagement with and access to entrepreneurial, fast-growing and blue-chip companies and, thus, further student & alumni career success.

The Professional Development Team develops the professional, leadership and career development provision for students across all degree programmes, using a blended approach of workshop and online learning; develops the coaching strategy and manages the external coach

pools; as well as curating and disseminating insights on career development and future-proof skills.

Job Purpose

The Career Centre Content and Communications Manager is responsible for collating and disseminating employment insights to students and other stakeholders across the School.

They will develop new content and assets which align with the Career Centre vision of what students need to know and take account of the LBS Marketing and Communication content strategy and content themes. They will establish the Career Centre's position as an expert and authority in sector and employment insights, through regular contribution to outward-facing communication targeted at students.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Ensure content is targeted, presented and communicated in an impactful way to the students who will benefit from it at the time they need it.
- Recommend best practice for content creation, distribution and repurposing
- Keep up-to-date with developments and experiment with new ideas to engage the audience.
- Contribute to the Team vision & strategy, aligned with the Career Centre vision and priorities as well as overall School goals
- Translate the above to the meaningful objectives, manage operational plans in own area and enable successful implementation by prioritising and aligning planned activities
- Develop Career Centre's presence and reputation as a trusted authority on developing fulfilling careers, building ongoing relationships and increasing our attractiveness to prospective students.

Brand Management

- Educate and inform on correct application of the Brand Guidelines (visuals, photography, tone of voice) and articulate how this is applied through all Career Centre content.
- Create templates to help colleagues to communicate with students consistently and with impact.

Analysis and Reporting

- Contribute to the development of Key Performance Indicators to support the assessment of the quality and impact of insights and their communication.
- Lead evaluation activity to monitor impact and effectiveness of content and communication. Ensure findings feed into continuous improvement.
- Monitor industry best practice across messaging and content.

Collaboration

- Collaborate with experts within Career Centre to achieve superior outcomes by presenting digestible content through appropriate channels.
- Support Programme Career Leads to develop content and communication calendars for each programme.
- Represent the team and department in cross-departmental initiatives to enable the Career Centre to better meet its strategic goals

Financial Management

- Contribute to the development of budgets for the team
- Forecast and manage allocated budgets proactively

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Knowledge of specialist area.
- Excellent communication skills, with the ability to influence, negotiate and collaborate with a range of people.
- Experience of using a variety of communication channels including social media
- Experience of managing multiple internal and external stakeholders.
- Project management experience.
- Ability to prioritise and focus on material issues.
- Ability to identify industry best practice and apply this to own area.

Staff	Information & Resources Manager
Budgets	Yes
Date Updated	May 2020