

# JOB DESCRIPTION

<b>Job Title</b>	<b>Director, Open Programme Sales</b>		
<b>Reports to</b>	<b>Executive Director, Sales &amp; Client Relations</b>		
<b>Department</b>	<b>Executive Education</b>		
<b>Job Family</b>	<b>Relationship</b>	<b>Level</b>	<b>5</b>

## 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 customized 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

Executive Education aspires to be the learning partner of choice to the world's most ambitious corporations and their people, by designing and delivering learning that enables people to transform and grow. This includes a portfolio of +25 open enrolment programmes for individuals, and customized programmes for global corporations.

With a significant annual turnover, Executive Education is an essential part of the School's vision, to have a profound impact on the way the world does business and the way business impacts the world.

## Job Purpose

The purpose of this role is to lead the Executive Education Open Sales team and to achieve and exceed contribution targets. The role is responsible for:

- Contributing to the Executive Education strategy and translating this effectively to the Open Sales Team
- Acting as an ambassador to prospect, current and past corporations and their people to drive new and repeat business and referrals
- Delivering and exceeding the open programme contribution target
- Leading an engaged, inspired, and effective team of Client Relationship Managers

- Reviewing and amending pricing for all open programmes on a regular basis
- Shaping, alongside Brand & Marketing, all open programme marketing activities to raise awareness, drive preference and maximise leads
- Collaborating with the Open Portfolio team and Academic Directors to ensure programmes in the LBS Open portfolio are relevant, compelling, and competitive
- Ensuring the team works closely with Client Directors to ensure clients' needs are met
- Managing a small portfolio of open programmes

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

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

#### **Strategy and Planning**

- Contribute to the development of the Executive Education strategy, department annual plan, by developing and implementing sales strategies for face-to-face and blended programmes and supporting custom solutions.
- Develop and execute on an annual sales plan for open programmes, ensuring that it is aligned to the wider departmental strategy and overall, School goals and supports the achievement of revenue targets.
- Review and amend pricing for the portfolio of open programmes in line with programmes value add and the competitor landscape.
- Lead on the strategy and execution of the Open Portfolio in the Middle East and other regions of interest, working collaboratively with local partners and across the school.
- Analyze market trends and competitor activities to identify growth opportunities.
- Lead on the launch and sales plan for all new open programmes
- Develop Key Performance Indicators to measure success and support the assessment of the strength/quality of relationships and/or the impact of engagements.

#### **Relationship Management**

- Oversee the management of all corporate and individual relationships with customers, ensuring a world-class experience
- Implement a robust customer satisfaction framework, including loved, lapsed, and lost corporate and individual clients.
- Lead on the expansion of a portfolio of corporate clients, developing new, strategically important relationships to ensure London Business School has a network of substantial, valuable, and long-lasting relationships.
- Oversee the development and co-ordination of major proposals, leading where appropriate to maximise the school's likelihood of winning.
- Drive a world-class service in your team, regularly reviewing quality to ensure service meets clients and prospect participants' needs, and alignment with London Business School purpose and behaviors.
- Anticipate and react to complex client/stakeholder issues, resolving promptly when they occur to instill confidence in all stakeholders, ensuring the service provided meets standard expected by London Business School.
- Utilize expertise and insight to create opportunities and lead the development of initiatives or solutions, ensuring that London Business School's offerings to clients and stakeholders remain market leading.

#### **Product/Proposition/Technical Knowledge**

- Ensure sound knowledge of all CRM systems in use and identify and drive improvements, where needed, to increase effectiveness of team

- Develop a deep understanding of London Business School' online, customized, and degree offerings, as well as competitor and disruptor offerings and use this knowledge to inform the team's and department's plans.
- Keep up to date with industry and disruptor advancements and trends and use these to ensure that innovative and effective client/stakeholder solutions are proposed.
- Keep up-to-date and apply deep and broad understanding of London Business School and competitor offering, wider trends and innovations and client/stakeholder needs and interests.

### **Analysis and Reporting**

- Use systems and data to track sales, conversion levels, payments, cancellations and postponements and pricing, and use this information to make decisions regarding current and planned marketing and sales initiatives, programme iterations and programme pricing.
- Analyze existing and commission new reports and wider data sets to establish themes and trends and use this insight to inform decision making regarding current/prospective client/student/stakeholder.
- Own the pipeline, ensuring that forecasting is accurate, and new opportunities are continually developed.

### **Commercial**

- Lead the negotiation of contracts and agreements with clients and participants to secure the best possible commercial outcome for the school.
- Use your understanding of the client's needs and the school's offering and financial targets to ensure appropriate terms are offered and can be delivered.
- Achieve or exceed revenue targets in own area and contribute towards those of colleagues.

### **Communications**

- Lead the development and delivery of communications to clients and all stakeholders, promoting a holistic approach to drive revenue generation, inspire and increase engagement.
- Create and deliver compelling presentations to targeted internal and external audiences and stakeholders, responding to their questions and issues to support the achievement of the teams, Executive Education's and the School's strategic objectives.

### **Project Management**

- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.
- Plan and deliver a range of projects, act as an expert resource or lead a work stream on more complex projects, to ensure delivery against project time, cost and quality standards.

### **Recruitment**

- Lead the identification, engagement oversight, and conversion of a strong network of stakeholders who are aligned and support the school in achieving its strategic objectives and values.

### **Collaboration and Stakeholder Management**

- Build relationships with and influence multiple stakeholders across the School, to help smooth decision making and provide a seamless, world-class client or stakeholder experience.
- Take the lead on and/or represent the area/department in cross-departmental initiatives to enable London Business School to better meet its strategic goals.

### **Financial Management**

- Own the open programme sales pipeline, ensuring that forecasting is accurate and regularly updated.
- Ensure effective tracking of payments and timely resolution of issues
- Contribute to the development of and lead the control of relevant budgets to ensure value for money and cost control.
- Ensure agreed contribution targets are met

### **People Management**

- Recruit employees who are aligned to the school's strategic objectives and values, to ensure the creation of a high performing team.
- Translate Executive Education's vision into a meaningful purpose for the team and inspire the team to achieve it.
- Set and develop the appropriate culture for the team, through role modelling the School's values, setting behavioral expectations and supporting team wellbeing.
- Ensure team are aware of and comply with all relevant policies and procedures.
- Define and communicate the team's priorities and workload, in line with the wider Departmental priorities and team job roles, and adjust as needed.
- Manage performance/achievement/engagement to ensure that the team achieves individual priorities and collaborates with colleagues to achieve wider goals.
- Role model, encourage and enable collaboration across the team(s), to ensure high levels of engagement and collective achievement of goals.
- Identify team development needs, develop plans and create/promote learning opportunities, to enable good performance and impact in current role and appropriate career progression.

### **Change Management**

- Champion change by role modelling the behavior expected from all colleagues, develop and communicate plans to ensure change is successfully implemented within own division/ department.

### **KPIs:**

- Well defined, clearly communicated and executed strategy and plan for area of work.
- Trusted adviser relationships developed with clients and stakeholders with excellent client and stakeholder feedback.
- Revenue, contribution and engagement targets met or exceeded.
- Repeat business and referrals
- Robust customer satisfaction framework in place.
- Smooth operation of reporting cycle in own area producing highly accurate data which informs decision-making.
- Accurate CRM records
- High-quality work delivered by contractors and agencies.
- Accurate budgets developed, no overspend and value for money demonstrated.
- Contribution to continuous improvement in School rankings.
- Contribution to improvement in performance for the team or department.
- Successful recruitment of stakeholders.
- Contribution to innovation within own area.
- Strong cross-team working relationships developed with key stakeholders.

### **Knowledge, Qualifications and Skills Required**

- Bachelor's degree or equivalent experience.
- Excellent communication skills and the ability to develop and maintain client relationships at senior levels.

- Proven experience in a senior sales management role.
- Demonstrated success in developing and executing sales strategies alongside operational knowhow.
- Skilled in negotiation, networking, and influencing.
- Presentational skills and utilization of data are required, alongside strong analytical and problem-solving abilities
- Experience of consultative sales and developing relationships and solutions with clients.
- Proficiency in CRM software, including Salesforce and Microsoft Office Suite.
- Ability to manage multiple internal and external stakeholders and to operate effectively with senior leaders.
- Extensive awareness of the activities of the organization and competitor schools, alongside the educational market.
- 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 budgeting reporting.
- Experience of leading a team in a senior level role.
- Ability to Travel on request as needed

### Resources including team management

Management of 8 Client Relationship Managers

<b>Staff</b>	8
<b>Budgets</b>	Open Sales Team P&L
<b>Date Updated</b>	June 2024