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| **Job Title** | **Communications assistant**  |
| **Reports to** | **Senior Strategic Communications manager, Advancement** |
| **Department** | **Engagement** |
| **Job Family** | **Brand**  | **Level** | **2** |

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| **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.  |

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| **About the Department** |
| The Advancement purpose is to lead on the development and enhancement of the LBS community. The group’s key activities are managing our relationship with our alumni, fundraising from individuals, corporations, foundations and trusts by developing and leveraging proactive and long-term relationships with these constituents. To achieve this, the Department works closely with internal and external stakeholders, such as the Dean, Governing Body, faculty, students, staff, alumni, corporations, foundations and others. In 2016 LBS completed its first ever comprehensive fundraising campaign to support world-class research, scholarships and innovative new facilities, raising over £125m. In November 2022 the School launched its second strategic fundraising Campaign Forever Forward, with a goal of £200m raising funds towards Scholarships, Research, the Learning Environment and Innovation. This is a very exciting point to be joining the Advancement team. Members of the department at all levels will play a major role towards the Forever Forward Campaign. |

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| **Job Purpose** |
| Communication Assistant supports the communications function in the Advancement team with the on-going delivery of communications outputs. This role is an excellent steppingstone, with ongoing development and training opportunities. It’s a fantastic opportunity for the post holder to strengthen their comms expertise and gain a broad range of experience in the communications field in a supportive, creative and collaborative environment. This post sits within the Advancement Campaign team and reports into Senior strategic communications manager. The post-holder will work across multiple communications disciplines including email communications, campaign marketing, internal communications, community engagement pieces and social media (LinkedIn). They will work with the whole Advancement team as part of our matrix structure. They will also work with the wider School Brand and Marketing and Communications teams, to ensure communication approaches are coordinated and aligned. |

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| **Key Areas of accountability and Key Performance Indicators (KPIs)** |
| **Key areas of accountability:****Delivery and Support** * Help write, proof-read and refine Advancement pieces of content (including copy for invitations, joining instructions, newsletters, web copy and articles and other pieces) that engage our alumni and donor audiences in line with communications plans
* Draft, edit and share engaging content with Advancement leadership team for posting on their own LinkedIn profiles and in the closed LinkedIn alumni groups targeting alumni and donor audiences on the regular basis. Ensure all content is on-brand, consistent in terms of style, quality and tone of voice appropriate to the author/poster and optimized for LinkedIn
* Spot useful ‘unplanned’ opportunities for our audiences on social media as they arise and leverage appropriately in a timely manner
* Brief in production of new collateral/creative assets for communications pieces
* Contribute to status and planning meetings with stakeholders across Advancement and other teams
* Help guard the LBS brand and tone of voice, flagging risks where necessary
* Support continuous improvement of communications coming out of Advancement
* Provide administrative support to communications team
* Assist in schedule planning and reporting for Advancement communications
* Undertake additional communications related tasks for the team as required

**Analysis and Reporting** * Collate information to produce regular standardized communications reports to support decision making within the department.
* Monitor alumni and donor activity on social media and proactively propose opportunities for engagement
* Conduct analysis of Advancement social media performance to support the identification of trends and forecasting to further enable effective planning.
* With support from the wider team, collate and keep updated a database of ‘LBS Voices’ that can help engage alumni and donor audiences on social media.

**Collaboration and Support** * Collaborate with the Digital experience coordinator to help put together email communication and check them for errors/broken links before distribution
* Collaborate with Brand and Marketing team to create assets that may be required for social media support
* Work closely with the main social media team to support Advancement content and key alumni and donor events being profiled on the main School channels
* Represent communications function at team meetings, put together agendas and take notes
* Support Advancement in building engagement with alumni on social channels by guiding relevant staff to do so (including flagging opportunities to the School social media team)
* Provide support to colleagues within and outside the team as and when opportunities arise, to promote collaborative working across the School.
* Act as a point of referral for less experienced colleagues to help to resolve issues within the team.

**Project Management** * Provide ad hoc support (e.g. research, external benchmarking) to small projects in order to support project planning and implementation; sometimes taking the lead on defined communications project activities

**Process Improvement** * Help monitor competitor communications and make suggestions for improvements as appropriate.

**KPIs:*** Quality communications materials produced in a timely manner.
* Effective planning and execution of tasks.
* Effective diary management and co-ordination across teams.
* Timely response to and resolution of enquiries, requests and issues.
* Accuracy.
* Development of relationships within and outside the team, and positive feedback from colleagues.
* Compliance with processes, procedures and standards.
* Contributions to process reviews and operational improvements.
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| **Knowledge/Qualifications/Skills/Experience required**  |
| * Further education or equivalent.
* May hold vocational qualification.
* Excellent communication skills and the ability to address a variety of stakeholders.
* Excellent proof-reading skills.
* Sound working knowledge of standard IT packages.
* Experience of mailing software.
* Proactive approach to relationship development with colleagues.
* Ability to work in fast-paced and evolving environments.
* Good attention to detail.
* Good time management skills with the ability to organise and prioritise.
* Good team working skills and the ability to work collaboratively.
* Ability to interpret and apply guidelines to a specific activity.
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| **Resources including team management**  |
| **n/a** |

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| **Staff** | **n/a** |
| **Budgets** | **n/a** |
| **Date Updated** | **25/09/23** |