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| Job Title | Head of Marketing Analytics & Data |
| Reports to | Director of Marketing Operations, Data & Performance |
| Department | Brand & Marketing |
| Job Family | Business Services | Level | 5 |

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| About the School |
| London Business School’s academic strength and global outlook drives original and provocative business thinking. We challenge conventional wisdom, enable the transformation of careers and organisations and empower our people to change the way the world does business. Our purpose is 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 47,000 alumni, from over 150 countries, which provide a wealth of knowledge, business experience and worldwide networking opportunities. London Business School’s 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. |

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| 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 in 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. |

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| Job Purpose |
| The Head of Marketing Analytics & Data is a pivotal role within a recently expanded team. This role presents an opportunity to re-invent the data and analytics operation within the Brand & Marketing function and play a leading role within the organisation’s wider digital and data transformation. This role will develop and own the marketing analytics strategy and roadmap. Responsibilities will span across attribution, report development & automation, customer journey analysis, optimization, and forecasting. The role will lead a team of three analysts and partner with colleagues to identify ways to improve performance on the levers that drive the revenue pipeline and explain performance vs. plan with actionable insights. There is the opportunity to engage in collaborative projects with a broad group of partner functions and analysts across the wider business.Responsibilities include:* Develop and own the marketing analytics strategy and roadmap, aligning it with the school’s marketing and business objectives.
* Collaborate with cross-functional teams to define key performance indicators (KPIs) and success metrics for marketing campaigns and initiatives.
* Lead the development and execution of marketing mix models and econometric analyses to measure the effectiveness of marketing channels and activities. (In-house or in collaboration with external partners)
* Build and implement a marketing ROI measurement framework to track the effectiveness of all marketing activities and campaigns.
* Develop and maintain a data-driven budget allocation model that optimises spending across different marketing channels and activities based on their historical and projected ROI.
* Establish and oversee incrementality testing processes to determine the true causal impact of marketing activities on customer behaviour.
* Make evidence-based recommendations; delivering reports and presentations in simple and accessible ways to business stakeholders to help meet business goals.
* Building strong relationships with key stakeholders to gain a deep understanding of the data, analytics and reporting requirements needed to meet the business’s ambitious growth targets.
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| Key Areas of accountability and Key Performance Indicators (KPIs) |

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| Key areas of accountability:**Strategy and Planning** * Own the development of the Marketing Analytics and Data strategy, including the roadmap towards a single customer view and measurement of Marketing Return on Investment.
* Develop and lead the implementation of plans for the Marketing Analytics team to support the achievement of wider departmental/organisational goals.
* Lead the development of Key Performance Indicators to support the assessment of the quality and efficiency of Brand & Marketing delivery.

**Analysis, Recommendations and Reporting** * Lead evaluation activity to assess the success of Brand & Marketing content, campaigns and initiatives against key performance indicators and overall departmental objectives.
* Analyze data to identify trends, patterns, and opportunities for optimization.
* Translate data insights into actionable recommendations for the marketing team, helping them refine and optimize campaigns.
* Produce reports or oversee the production of reports in own area of specialism, to be used by senior management in the decision-making process.
* Lead the development and maintenance of the department’s reporting dashboards in collaboration with internal and external partners.

**Data Management and Compliance** * Oversee campaign tracking, data collection, storage, and management to ensure data accuracy, consistency, and accessibility for marketing analytics purposes.
* Implement data governance and quality control measures.
* Act as Data Protection lead for the department, collaborating with the school’s Data Protection Officer.

**Partnering and Service Delivery** * Partner with relevant area to understand their strategic goals and provide subject matter expertise to support and facilitate effective decision-making.
* Provide technical guidance and recommendations as a subject matter expert to support the resolution of the most complex issues from all stakeholders and develop precedents to improve service delivery within own specialist area.
* Provide professional advice and guidance to senior management, sharing expertise and information to support effective decision-making.

**Supplier/Contractor 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.

**Collaboration and Relationship Management** * Champion and build the reputation of your team across the business
* Develop and manage ongoing relationships with key stakeholders to identify and deliver solutions that benefit all parties across London Business School.
* Establish networks across peer groups and outside of London Business School to gather and share information to ensure that services are delivered in line with industry best practice.
* Take the lead on and/or represent the department in cross-departmental initiatives to enable London Business School to better meet its strategic goals.

**Project Management** * May lead projects in own area of specialism, or contribute to cross-School projects, providing subject matter expertise to help achieve projects objectives.
* Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.

**Financial Management** * Contribute to the development of budgets for the department.
* Lead the control of relevant budgets to ensure well planned, value for money and cost control.

**Process Improvement** * Use management information to recommend new/enhanced policies to support business improvement.
* Contribute to the development of new/enhanced policies, processes, solutions and systems, and lead on the implementation of improvements in a defined area of Business Services.

**People Management** * Deliver and demonstrate LBS People management accountabilities outlined in the Job Family document. Accountabilities include but are not limited to:
* Recruit the right Talent for the Marketing Analytics Team, considering current and future needs
* Provide clear leadership, direction, coaching, mentoring and support to the Marketing Analytics team.
* Communicate the School’s vision, strategy and priorities, enabling the Marketing Analytics team to understand the role they play
* Role model the School’s behaviours.
* Understand the School's policies and procedures and apply them thoughtfully and fairly.

**Change Management** * Champion change by role modelling the behaviour expected from all colleagues, develop and communicate plans to ensure change is successfully implemented within own division/ department.
* Partner with the business to identify opportunities for positive, service enhancing change, and develop strategies to ensure the change is successfully implemented and the benefits are realised.

**KPIs:*** Well defined, clearly communicated and executed strategies and/or plans for area of work.
* Smooth operation of reporting cycle in own area producing highly accurate data which informs decision making.
* Key Performance Indicators developed for area of work.
* Trusted adviser relationships developed with key stakeholders.
* Excellent stakeholder feedback.
* Development of high-quality policies and processes.
* Contribution to cross-School initiatives.
* Projects delivered on time, on budget and to quality standards.
* Accurate budgets developed, no overspend and value for money demonstrated.
* High-quality work delivered by contractors and agencies.
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| Knowledge/Qualifications/Skills/Experience required |
| * Extensive experience in marketing analytics, having led, grown and managed teams, inclusive of recruitment, retention and performance management.
* Strong experience of measuring marketing ROI, attribution, marketing mix modelling, econometrics, incrementality modelling etc.
* Experience setting up a new data analytics function (desired).
* Advanced knowledge of Google Analytics or similar.
* Experience working with CRM databases (MS Dynamics an advantage) to extract and manipulate large volumes of data to form insights (desired)
* Proficiency with data visualisation tools, such as Power BI, Datorama or Google Looker Studio to tell a story and bring data to life.
* A track record of successfully collaborating with cross-functional teams to identify, scope and develop data solutions.
* Able to manage multiple internal and external stakeholders with ability to influence and build relationships at all levels.
* Experience designing and implementing new policies, processes and systems within data analytics.
* First class communication skills with the ability to explain complex concepts in simple terms.
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| Resources including team management  |
| * Line management of 3 analysts
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|  Last updated: 01 Nov 2023 |