

# JOB DESCRIPTION

<b>Job Title</b>	<b>Marketing Manager, Executive Education &amp; LBS Online</b>		
<b>Reports to</b>	<b>Head of Marketing, Executive Education &amp; LBS Online</b>		
<b>Department</b>	<b>Brand &amp; Marketing</b>		
<b>Job Family</b>	<b>Brand</b>	<b>Level</b>	<b>4</b>

## 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.

## 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.

### **Job Purpose**

As a key member of the Brand & Marketing department, the post-holder will be responsible for the planning, delivery and analysis of marketing campaigns to generate leads for our Executive Education Open Enrolment programmes and our LBS Online courses. You will immerse yourself in the product portfolios and audiences and be the expert on our offering as a world-class Executive Education and digital learning provider. You'll also play a key role in building awareness and reach for our Executive Education and LBS Online brands globally.

You will work with the Head of Marketing, Executive Education to input into the Executive Education and LBS Online Marketing Strategies, and you will take ownership of the operational delivery of this strategy across your selected programmes and courses.

You will collaborate closely with colleagues across the Brand & Marketing Department, including in-house Brand, Communications, Events, Paid Media, Web and Social Media Teams, to create marketing campaigns and assets which bring our brand to life and generate engagement with our Executive Education programmes.

You will also work closely with Executive Education and LBS Online stakeholders (consisting of Programme Sales Teams and the Programme Design Team) and faculty to achieve joint goals and objectives.

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

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

#### **Strategy and Planning**

- Contribute to the development of strategy for the area, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Contribute to the development of broader operational plans, manage operational plans in own area and enable successful implementation by prioritising and aligning planned activities.
- Combine in-depth product knowledge with marketing expertise to plan effective and engaging brand awareness and lead gen campaigns, including the development of marketing assets and collateral, the planning and scheduling of communications, paid media and social campaigns. Contribute to the development of KPIs to support the assessment of the quality and impact of brand content, campaigns and initiatives.
- Work closely with other members of the Executive Education Marketing Team, as well as the Programmes Sales Team, to plan marketing activities and campaigns with a collaborative approach to meet joint objectives and targets.

### **Project/Campaign Management**

- Lead on the delivery of a portfolio of projects and campaigns in own area of specialism, or act as an expert resource to manage a work stream in a large/complex project, managing in-house and agency resources to ensure successful delivery within budget and to quality standards and targets.
- Construct comprehensive briefs to feed into the in-house Content and Creative teams to deliver campaigns and collateral on target, within budget and to defined KPIs.
- Fully own and manage marketing campaigns from end-to-end with outstanding project management and organisational skill, juggling multiple priorities and campaigns in a fast-paced environment with flexibility and agility.
- Develop all marketing campaigns with a clear understanding of the customer journey in mind, linking into lead nurture and conversion campaigns and sales tactics delivered by other colleagues.
- Be the driving force for the delivery and success of marketing campaigns and projects which bring in inputs from multiple contributors and stakeholders, including colleagues across the Brand & Marketing Department, and multiple stakeholders within the Executive Education and LBS Online Departments.
- Develop, implement, and measure the success of high-performing multi-channel marketing campaigns which leverage our faculty's thought leadership and research insights, as well as storytelling from our participants, to showcase your portfolio of programmes and the LBS brand in the most engaging and compelling way.
- Work closely with the Content Team to identify and plan relevant content and thought leadership themes which support business objectives and marketing campaigns.
- Work closely with the Paid Media Team to plan a large-scale advertising campaign to generate leads and brand awareness across your portfolio of programmes.

### **Analysis and Reporting**

- Campaign performance is proactively monitored against KPIs and interim measures introduced where appropriate.
- Campaigns are analysed and evaluated for all stakeholders. Lessons learnt are shared and applied for future campaign planning.
- Strategy and plans informed by regular analysis and benchmarking, working where necessary with the Insight Team.
- Develop insights which illustrate the value which marketing adds in the customer journey, and to business objectives and revenue targets.
- Share analysis and reporting proactively with colleagues in the Marketing Team, and stakeholders within Executive Education and LBS Online.
- Bring analysis and insight into the development of marketing strategies and plans, working where necessary with the Market Intelligence Team.

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

- Be the expert on your portfolio of programmes within the Marketing Team, with in-depth product knowledge, a clear understanding of key marketing messages, customer benefits and USPs for every programme, and a deep understanding of the specific and specialist audiences for every programme.
- Develop a deep understanding of London Business School and competitor offerings and use this to inform innovative and high-impact marketing campaigns.

### **Supplier/Contractor Management**

- External resources to support the execution of the above marketing deliverables are identified, selected, and managed, as needed.

### **Collaboration**

- Act as trusted business partner to senior stakeholders in Executive Education and be the first point of contact within the Brand & Marketing department for stakeholders within your portfolio.
- Effective relationships are established with relevant teams in Executive Education/LBS Online and with participants (where relevant) taking a collaborative, proactive and flexible approach to meet overarching business objectives to identify, plan and deliver effective marketing activity.
- Influencing key internal stakeholders to gain buy-in to the marketing strategy and to ensure that customer relationships are maximised for the School as a whole.
- Strong relationships are built with the content and delivery team to enable effective delivery of activity.
- Assistance with the recruitment, mentoring, training and development of other team members.

### **Financial Management**

- Manage the central marketing budget for LBS Online and share the responsibility for the Executive Education budget, fulfilling financial management requirements and ensuring the cost-effective use of financial resources within budget.
- Ensure all marketing activity is delivered within agreed budgets
- Manage quarterly forecasting for the central marketing cost centre for LBS Online
- Manage budget planning and ensure it aligns with, and properly supports, the marketing strategy as outlined at the beginning of each financial year
- Monitor and approve all expenditure for the cost centres.

### **People Management (managing temp resource from time to time)**

- Ensure direct report understands link between their role/contribution and wider team/Department purpose.
- Role model the School's culture and values, set behavioural expectations and support employee wellbeing. Ensure team members are aware of and complies with all relevant policies and procedures.
- Set individual priorities, and review/provide feedback/support on performance/impact/progress to ensure that the individual achieves own and contributes effectively to wider goals.
- Role model collaboration within team and with other related teams to support the collective achievement of objectives.
- Support team member in identifying learning needs and identify/promote learning opportunities, to enable good performance and impact in current role and appropriate career progression.

### **Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.

### **KPIs:**

- Design and delivery of high-quality brand content, materials and/or campaigns.
- Contribution to the development of policies and processes.

- Contribution to increased engagement levels through campaigns or initiatives.
- Projects/campaigns delivered on time, on budget and to quality standards.
- Contribution to innovation within own area.
- Production of high-quality reports, with complex analysis to support management decision-making.
- High-quality work delivered by third-party contractors and agencies.
- Strong cross-team working relationships developed with key stakeholders.
- Improvements in commercial performance for the team or department
- Engagement, retention and performance levels of direct report.
- Achievement of team targets.
- Evidence of cross-team collaboration.
- Team feedback on clarity of purpose and focus, behavioural and performance expectations, guidance, development and career support.
- Development of strong, positive and supportive working relationships with colleagues across the Brand & Marketing, Executive Education and LBS Online Departments.

## Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- Professional marketing qualification or equivalent experience.
- Strong organisational and planning skills with the ability to work under tight deadlines and to effectively manage multiple projects simultaneously.
- Superb interpersonal and influencing skills, with the ability to build and maintain effective working relationships with colleagues and stakeholders at every level.
- Experience of working closely with sales teams and a full knowledge of the sales funnel
- Enthusiastic, proactive, flexible and self-motivated to achieve goals and continuously improve performance.
- Experience developing, implementing and measuring multi-channel marketing campaigns and activities to deliver business targets
- Impeccable attention to detail.
- A proven ability to set and measure against KPIs, and to analyse and effectively use marketing data and analytics.
- Financial management experience and commercial acumen.

<b>Staff</b>	<b>N/A</b>
<b>Budgets</b>	<b>Annual budget more than £1.2m</b>
<b>Date Updated</b>	<b>October 2024</b>