



Job Title	Outreach Director		
Reports to	Executive Director of the Wheeler Institute		
Department	Wheeler Institute for Business and Development		
Job Family	Relationship	Level	5

About the School

At London Business School we thrive to have a profound impact on the way the world does business and the way business impacts the world.

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 mind-set. 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 Wheeler Institute for Business and Development aims to build awareness about the unique role business can play in improving the lives and livelihoods of the world's most disadvantaged communities. Through linking and applying relevant business research and expertise, and working with our extended community – of local communities, business, policy makers and researchers - we aim to understand, identify and promote solutions to significant challenges in social, economic and environment development.

The Wheeler Institute is composed by a multidisciplinary team composed by professional staff, academics, research fellows and pre-doctoral research assistants. The work environment is very entrepreneurial, hands-on, supportive and driven by impact. Simultaneously we are part of a large organisation, where working collaboratively is key to build solid engagements with different departments across London Business School and reach out to wider audiences.

Job Purpose

The focus of the role is to lead the Outreach function of the Wheeler Institute, amplifying its work and impact with the goal of positioning the Institute as a prominent organisation in the business and development research space.

The post holder will lead the execution of outreach activities to amplify the Wheeler Institute's projects, supported research and education initiatives. He/she/they will manage and inspire a small creative team to developing modern and effective mediums to share research insights and thought leadership content with relevant audiences. The post holder will also be responsible for the development of efficient operations in outreach, business development,



communications, marketing and stakeholder management in close collaboration with a wide range of teams at the Wheeler Institute and London Business School.

This is a strategic and exciting role to lead the outreach, communication and marketing efforts of the Wheeler Institute, working with inspiring thinkers, entrepreneurs and change markets on meaningful and impactful projects. The position will give the post holder the opportunity to create, change and/or optimise the existing tools and processes in a very dynamic and entrepreneurial work environment.

Key Areas of accountability and Key Performance Indicators (KPIs)

Strategy and Planning

- Design and lead the execution of strategic plans and initiatives to amplify the Wheeler Institute's reputation, research and education initiatives
- Develop engagement plans for the audiences of the Wheeler Institute, from early career researchers, academics, degree students, prospective students, alums to business practitioners, policy makers and government officials and oversee their implementation
- Lead the development of Key Performance Indicators to support the assessment of the strength/quality of relationships and/or the impact of engagements and content initiatives
- Contribute to the ongoing refinement of the vision/strategy for the Wheeler Institute and support the development of analytics and annual reports of activities

People Management

- Line manage the Outreach team, inspire, motivate and making sure that the necessary skills are developed to establish a high-performing team
- Manage an extended team of collaborators, from student interns to external experts across different functions
- Create an open, creative and supportive team environment driven by stakeholder engagement and satisfaction

Relationship Management

- Lead the identification, development, and management of a portfolio of existing and/or new stakeholders, and develop new relationships to ensure the Wheeler Institute has a network of substantial and enduring relationships
- Utilise expertise and insight to create opportunities and lead the development of initiatives or solutions, ensuring that the Wheeler Institute's offerings to its communities and stakeholders remain market leading
- Anticipate and react to complex client issues, resolving when they occur to instil confidence in all stakeholders to ensure that the service provided meets the standard expected

Marketing and Communications

- Deliver sophisticated written, graphic and media materials to enhance the initiatives, projects and awareness of the Wheeler Institute
- Lead on the promotion of events, teaching initiatives, workshops and networking sessions, building large audiences, engaging relevant stakeholders and securing media presence
- Lead the delivery of online events and collaborate on the curation and delivery of in-person events with the Operations and Events team of the Wheeler Institute
- Establish an approach for media engagement, building engagement channels with the right press/media partners, making sure that our supported research and projects are

Analysis and Reporting



- Lead evaluation activity to assess the success of content, campaigns and initiatives against key performance indicators and overall Wheeler Institute objectives, and ensure that findings feed into continuous improvement.
- Benchmark content and initiatives to ensure quality and performance is measured against our competitors and/or other relevant organisations.

Project Management

- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery
- In team with the delivery leads and relevant stakeholders, contribute to the creation of new projects, scoping key engagement activities and project deliverables
- Inform and advise on the development of relationships with project stakeholders throughout the delivery stage.

Internal collaboration

- Build relationships with and influence multiple stakeholders – with a focus on Faculty, colleagues from Advancement, Marketing & Communications, leadership of key student clubs, and colleagues from Degree Education involved with pipeline activities - across the School, with a view to amplify the initiatives of the Wheeler Institute and engage the School's communities with its content and activities
- Take the lead on and/or represent the Wheeler Institute in cross-departmental initiatives to enable London Business School to better meet its strategic goals.

Financial and Supplier/Contractor Management

- Supervise relevant expenditure to ensure well planned, value for money and cost control
- Research and build relationships with adequate partners and suppliers, negotiating the best possible commercial arrangements
- Manage a portfolio of suppliers and contractors, from filmmakers, graphic designers, copywriters and web developers
- Contribute to the development of budgets for the department

Change management and wider team support

- Champion change by role modelling the behaviour expected from all colleagues, develop and communicate plans to ensure change is successfully implemented within own team/department.
- Support the growth and development of the Wheeler Institute's organisational structure, playing a key role in the creation of a highly collaboratively culture across teams

KPIs:

- Well defined, clearly communicated and executed plans for outreach initiatives
- Successful implementation and delivery of strategic campaigns and initiatives
- Increase the awareness of the Wheeler Institute amplifying the Institute's reputation, research, and education initiatives
- Increase the follower base and public visibility of the Wheeler Institute, from number of contacts in the CRM system to social media followers and media exposure
- Engagement targets met or exceeded with excellent client and stakeholder feedback
- Creation of engaging platforms, content and materials (microsites, written articles, films, podcasts and social media artefacts)
- Development of Key Performance Indicators for measuring impact of stakeholder engagements
- High-quality work delivered by suppliers, contractors and external partners
- Contribution to cross-School initiatives



- Business development projects and stakeholder engagement initiatives delivered on time, on budget and to quality standards
- Contribution to continuous improvement in School rankings and overall reputation

Knowledge/Qualifications/Skills/Experience required

- University degree and senior experience in a relevant area
- Proven understanding of the outreach, marketing and communications functions leading end-to-end projects, campaigns and initiatives
- Desired experience managing a multidisciplinary team in both a small, fast-paced setting and a large organisation
- Ability to manage multiple internal and external stakeholders and to operate effectively with senior academics, business executives and subject-matter specialists
- Experience curating, promoting and/or delivering in-person events and webinars
- Skilled in the art of storytelling and proven experience creating written and visual/media engagement materials
- Strong communication skills with experience in public speaking and engaging with audiences
- Good understanding of the PR/media landscape and experience securing media presence and generating press placements
- Ability to scan the horizon, identify industry best practice and translate this into future planning for own area of specialism
- Good procurement, supplier management and expenditure control skills
- Highly skilled in negotiation, networking, and influencing
- Genuine interest and engagement with the mission of the Wheeler Institute and purpose of business as a force for development
- Awareness of the activities of the Wheeler Institute, wider London Business School's departments and higher-education/academic research landscape

Resources including team management

- Three people team, line managing one Outreach and Communications Manager and one Outreach and Communications Specialist.