

JOB DESCRIPTION

Job Title	Social Community Manager – China		
Reports to	Head of Social Media		
Department	Brand & Marketing		
Job Family	Brand	Level	3

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.

About the Department

The Brand and Marketing department is responsible for developing and delivering the School's marketing strategy through a combination of multi-channel content and campaign management on web, social media and in print.

Job Purpose

The job has three distinct, but linked and overlapping goals:

- To plan, create and manage effective communications to be delivered via social channels to the School's Chinese audience. This comprises alumni, prospective students, current students, EE prospects and others. You will ensure that the School's presence on Chinese social media channels performs in a way that improves engagement, acquisition and advocacy. Managing and working closely with our appointed China specialist digital marketing agency, you will be accountable for the coordination and delivery of social media

content and campaigns to the Chinese market – on time and within budget, to a consistently high quality.

The channels on which we're present are Weibo (short-form content) and WeChat [service account] (longer-form content and articles).

- To support key stakeholders in other parts of the School for which the Chinese market is of particular importance. Chief amongst these is Advancement, which depends upon strong alumni relationships to drive ambassadorship, advocacy and giving; and DECC (Recruitment & Admissions, which looks to China to attract and nurture prospects, especially to Early Careers programmes; and Career Centre). Other parts of the School, such as Executive Education, may also need to communicate directly with our Chinese followers as market and portfolio needs dictate.

These relationships are managed via WeChat [personal account] and also by using this account to talk to other LBS-associated WeChat groups such as the alum clubs (Beijing, Shanghai etc.)

- To provide ad-hoc support to colleagues around the School by advising on communications activity for the Chinese market, helping to ensure that we are best-placed to promote the School's offerings in China. This might include (for example) insights on the media landscape for the PR team; or sourcing Chinese speakers / content for LBS events and comms initiatives.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Social Media Management

- Maintain the monthly social media content calendar for Weibo and WeChat service account,
- Select and send to Digital Marketing Agency English-language content for translation into Chinese (4 WeChat articles per month; 16 Weibo posts per month) [NB the Agency translates Weibo and manage a third-party translation agency, who translate WeChat articles]
- Supply to Agency accompanying links and assets
- Host weekly status / planning calls with Agency
- Ensure the effective delivery by Agency of asset design (where needed), content scheduling, escalation of comments and queries, monthly performance reports.
- Ensure all content is on-brand, consistent in terms of style, quality and tone of voice, and optimised for the intended channel and a Chinese audience.
- Attend daily / weekly / monthly Social Media team meetings and planning sessions.

- Assist with English-language social media requirements during busy periods or in the absence of the Social Media Manager.

Collaboration

- Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, and identifying new opportunities.
- In particular, develop and maintain close relationships with key stakeholders in Advancement, DECC (R&A, Career Centre) and Executive Education, meeting with them regularly to discuss and agree their Chinese communications requirements.
- Support key stakeholder activities by posting on the WeChat personal account: alumni events and newsletter, Global Give, World Alumni Congress (Advancement); R&A events, Global Experience Trips, careers events (DECC)
- Share relevant content from Weibo and the main WeChat account onto the personal account
- Respond to comments and questions on the WeChat personal account and escalate / resolve when required
- Monitor local WeChat groups and participate in conversations as appropriate

Analysis and Reporting

- Conduct market research/data analysis, obtaining information from a broad range of sources, to identify trends, provide insight and suggest action to develop the School's reputation.
- Liaise across the team to prepare reports to inform review, planning and decision-making.

Product/Technical Knowledge

- Build and maintain a thorough understanding of London Business School's offerings, with an understanding of what differentiates the School from competitors, for use in the development of brand content.
- Monitor the development of new techniques, technology and trends in own area and use insights to suggest new ways of working to support innovation in social media

Process Improvement

- Monitor processes, systems and practices within area of specialism, plan and carry out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practice thinking; follow through on improvement once agreed.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and follow through on new activities or actions brought about change to help support its successful implementation.

KPIs:

- Production of high-quality content for WeChat and Weibo – that fully supports the School's marketing and communication objectives, its social strategy, and its plans in China
- Achievement of consistent community growth on WeChat and Weibo, with engagement rates at or above historical averages
- Contributions to meetings, brainstorm, process reviews and operational improvements
- Development of relationships within and outside the department
- Positive feedback from colleagues and line manager
- Compliance with processes, procedures and standards

Knowledge/Qualifications/Skills/Experience required

- Mother tongue or complete fluency in Mandarin Chinese – written and spoken
- Strong and empathetic understanding of Chinese culture, mindset, media landscape and key dates and events in the Chinese calendar
- Highly proficient English language skills – written and spoken
- Strong communications skills and the ability to develop and manage multiple harmonious working relationships
- Highly organised and methodical, with an eye for detail
- A passion for social media, a deep understanding of all the main global channels, and thorough hands-on experience with Weibo and WeChat
- Five-plus years' experience of social media management and community management in a marketing context, gained within a higher education, business or agency environment
- An interest in modern business practice and in the trends and issues affecting it

Resources including team management

Staff	
Budgets	
Date Updated	28 February 2022

