

# JOB DESCRIPTION

<b>Job Title</b>	<b>Social Media Manager, Advancement</b>		
<b>Reports to</b>	<b>Senior Manager, Strategic Communications</b>		
<b>Department</b>	<b>Advancement</b>		
<b>Job Family</b>	<b>Relationship</b>	<b>Level</b>	<b>3</b>

## 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

There are two key priorities for Advancement. Firstly, fostering meaningful, mutually beneficial and long-lasting relationships with and between alumni, volunteers, students and friends of LBS. Secondly, inspiring philanthropic fundraising support from individuals, corporations, foundations and trusts by developing and leveraging proactive and long term relationships with the institution.

To achieve this, the team works closely with both internal and external stakeholders – such as students, alumni, friends, corporations, foundations and areas such as the Dean's Office, Degree Education & Career Centre, Executive Education, Faculty, Brand and Marketing, Communications and the Learning Innovation team to deliver on our objectives.

In 2016 LBS completed its first ever comprehensive fundraising campaign to support world-class research, scholarships and innovative new facilities, raising over £125m and securing more than 100,000 volunteer hours. In the next academic year 2022/23, the School will be launching its second strategic fundraising Campaign with a goal of £200m. This initiative will focus on Research, Scholarship, the Learning Environment and Innovation. This is a very exciting point to be joining the Advancement team, and members of the department at all levels will play a major role in the next Campaign.

The Advancement purpose is to nurture our relationships with alumni and friends by walking the journey for life with our community. In doing so we aim to inspire,

together with all of our colleagues across the School, transformational fundraising to advance the School's vision. We aim to nurture this lifelong relationship through a set of comprehensive engagement activities, including but not limited to communications, networking and continued learning opportunities.

### **Job Purpose**

To plan, create and manage effective social media communications with the School's alumni and donor community. You will ensure that the School's presence on social media channels performs in a way that builds a sense of community and increases engagement, advocacy and philanthropy. Working with our Senior Manager, Strategic Communications, you will be accountable for the coordination and delivery of social media content to a consistently high quality. To ensure greatest reach you will work with colleagues across the Advancement team to identify, recruit and manage staff, faculty and alumni social media ambassadors.

The primary channel is LinkedIn (including an unlisted group of 10k verified alumni) and we are also present on Facebook and Instagram.

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

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

#### **Social Media Management**

- Create and maintain an Advancement social media content calendar working closely with Digital Communications Coordinator to proactively identify opportunities for relevant social activities and ensure content is complimentary to other channel content.
- Spot useful 'unplanned' opportunities as they arise and respond/ leverage appropriately in a timely manner.
- Build engagement with alumni on social channels by responding to alumni posts and comments, or guiding relevant staff to do so.
- Contribute to twice-monthly status and planning meetings with stakeholders across Advancement and Brand and Marketing.
- Work with Brand and Marketing team to create social media assets.
- Ensure all content is on-brand, consistent in terms of style, quality and tone of voice appropriate to the author/poster, and optimised for the intended channel
- Leverage School centralised Social Media team .
- Create relevant, interesting and engaging content for social media to appeal to the alumni and donor audiences, working in particular with photos, videos, presentations, graphics and thought leadership articles.

#### **Collaboration**

- Collaborate closely with team members and other departments across the School, esp Brand and Marketing, to enable cross department working, sharing of intelligence, and identifying new opportunities.
- Work closely with colleagues across the department and the School to support key events and activities (including Campaign launch and life of Campaign, reunions, Worldwide Alumni Celebration, Global Give, Global Experience, alumni club events and activities) through social media.
- Develop efficient processes to ensure that designated attendee(s) at School- and alumni- organized events can contribute useable content for real time event coverage and timely communications on social channels.

- Work with colleagues across the department to identify and manage a group of social media ambassadors, including faculty, staff and alumni. Regularly suggest posts for these ambassadors and coach them in effective use of the social channels as required.

### **Analysis and Reporting**

- Liaise across the team to prepare reports to inform review, planning and decision-making.

### **Product/Technical Knowledge**

- Build a thorough understanding of London Business School and its alumni. Understand how and when alumni segments use the primary social channels and what interests, motivates and inspires our alumni for use in development of 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 LinkedIn and other channels – that fully supports the Advancement's alumni engagement and giving objectives
- Growth in engagement of alumni on social platforms.
- 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 and Skills Required**

- Bachelor's degree or equivalent experience. This may be supported by a specialist qualification.
- A passion for communications and social media, a deep understanding of all the main global channels and thorough experience of LinkedIn organically.
- Ability to use creative tools such as Canva, photo editing and basic video editing tools, with a good eye for visual impact of content.
- Highly proficient English language skills – written and spoken and keen eye for detail, with the ability to communicate effectively with a mature, business practitioner audience.

- Excellent stakeholder engagement and interpersonal skills, with experience of managing different stakeholders.
- Good project management skills.
- Excellent organisational skills.
- Demonstrable knowledge of business education, higher education, charities, and/or relevant sector.

#### Resources including team management

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Staff	
Budgets	
Date Updated	