

JOB DESCRIPTION

Job Title	Marketing Executive - Brand & Marketing, Degree Education & Career Centre (DECC)		
Reports to	Head of Marketing - Brand & Marketing, Degree Education & Career Centre (DECC)		
Department	Brand and Marketing		
Job Family	Brand	Level	3

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 Marketing Executive - DECC, you will play a pivotal role in supporting the wider DECC Brand & Marketing team to deliver a range of multi-channel marketing and communication activities as required, from email to social, from digital content to collateral production.

The role will be responsible for co-ordinating, managing and delivering on core tasks and projects which comprise DECC's short and long-term marketing strategy – all of which support the pipeline for our world-leading Masters portfolio. This will involve collaborating with stakeholders from across the School to inform the right approach to activities, and to work with our marketing team members to produce the best strategic and creative solutions.

The Marketing Executive will have impeccable organisational skills ensuring the day to day running of the team is exemplary through items such as status reports, project management, content calendars and reporting. They will be brand champions, immersing themselves in our core values, bringing informed points of view to team discussions and expertly bringing our brand to life.

Reporting into the Head of Marketing - DECC, they will be a self-starter, able to take ownership of projects and tasks, supported by more senior members of the team where necessary, providing excellent stakeholder management and proactively seeking out ways to continually add true marketing value to our DECC colleagues. The role will also provide support on more complex projects led by the DECC Marketing Manager and Senior Marketing Manager.

Key areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Brand Management

- Draft and develop content and materials to use in DECC campaigns, initiatives and other activities such as website content, collateral, social posts, print and digital advertisements, partnership assets etc.
- Provide specialist/technical knowledge to inform the design of DECC materials, and/or the development of campaigns/ initiatives in line with best practice.
- Work with in-house and external creative teams to ensure quality content is developed that meets brand guidelines.
- Develop relationships with a range of customers and stakeholders through the provision of day-to-day advice and specialist/technical brand services.
- Be a brand champion, sharing examples of best practice with colleagues and stakeholders, to support continuous improvement.

Project/Campaign Management

- Plan and deliver a range of straightforward projects/campaigns, and contribute to more complex projects/campaigns with guidance from more senior colleagues, to ensure delivery against project time, cost and quality standards, and targets.
- Work closely with the recruitment and admissions team to ensure successful planning and integration of marketing campaigns
- Responsible for the accuracy of a defined set of website pages. Complete or brief in necessary updates to the web team to ensure that content is current, accurate and relevant.
- Manage and contribute innovative and compelling content ideas for inclusion within the social media calendar and website.

Analysis and Reporting

- Create and maintain monitoring mechanisms to record and track engagement levels, response rates and achievement of key performance indicator targets.
- Conduct market research/data analysis, obtaining information from a broad range of sources, to identify trends, provide competitor insight and suggest action to develop the School's reputation.
- Liaise across the B&M 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 trends in the Higher Education space and use insights to suggest new ways of working to support innovation in brand development.
- Work with our CRM system to complete straightforward data tasks

Collaboration

- Collaborate closely with team members, specifically those across other impact streams to enable cross-department working, sharing of intelligence, identifying new opportunities, efficiencies and a stronger development of the brand.

Process Improvement

- Monitor processes, systems and practices within your 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.

Resource Management

- Project planning tools and techniques are used to ensure effective and efficient delivery and completion of campaigns and tasks.
- Budget is tracked and reported to budget holders.
- Internal and external suppliers are well managed, and excellent working relationships are developed and maintained.

KPIs:

- Delivery of high-quality service in own area of specialism.
- Production of high-quality brand content that enhances audience engagement.
- Contribution to the overall success of thought leadership and research initiatives.
- Projects/campaigns delivered on time, on budget and to quality standards and targets.
- Production of high-quality reports, with the identification of trends and issues.
- Identification of technological, and process advancements and innovations in your area.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Up-to-date and accurate financial information for own service area.
- Improvements to processes and procedures in own area of specialism.

Knowledge/Qualifications/Skills/Experience required

- May be supported by or working towards, a relevant specialist qualification.
- Excellent communication skills, with the ability to engage a variety of audiences/stakeholders both face to face and through written work.
- First-rate organisational skills and meticulous attention to detail - confident in proofreading, sub-editing and creative feedback.
- Experience of delivering successful content marketing projects and campaigns across paid and owned channels
- Strong experience in digital marketing
- Sound understanding of London Business School's offerings and those of competitors.
- Good project management skills.
- Strong analytical and problem solving skills with knowledge or experience in

working with CRM systems and reporting platforms

- Good at working under pressure in a stakeholder-facing role.

Resources including team management

Reporting into the Head of Marketing – DECC, this role has no line management responsibilities.

Staff	
Budgets	
Date Updated	10 th August 2022

