

# JOB DESCRIPTION

<b>Job Title</b>	<b>Head of Executive Education Marketing</b>		
<b>Reports to</b>	<b>Director, Marketing &amp; Business Planning</b>		
<b>Department</b>	<b>Brand &amp; Marketing</b>		
<b>Job Family</b>	<b>Brand</b>	<b>Level</b>	<b>5</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

The Brand & Marketing department is responsible for developing and delivering the School's marketing strategy through a combination of brand and campaign management.

## Job Purpose

- This is a key role during an ambitious period of transformation for our fast-paced Executive Education business.
- The post holder will be the lead business partner to our Executive Education business, acting as a trusted advisor to the senior management of this business unit and accountable for the relationship with Brand & Marketing.
- Through seamless collaboration with the business unit you'll identify marketing priorities and ensure that Executive Education objectives are supported with appropriate campaigns and engagement activities across both B2B and B2C audiences.
- You will play a critical role in co-ordinating across the channel and functional specialists within the department, drawing on the knowledge and expertise within

these specialisms to inform and develop global B2C and B2B marketing plans as well as ensure delivery.

- You will lead the Executive Education marketing team, acting as a role model and inspiring them to achieve their personal and team goals.
- You will restlessly seek out ways of improving marketing performance with the drive and desire to find innovative solutions to business challenges.

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

### **Planning**

- Orchestrate the marketing strategy and plans for Executive Education to support the achievement of wider departmental and organisational goals.
- Act as a trusted advisor to stakeholders, providing challenge where necessary to co-create solutions that meet and exceed their needs.
- Collaborate with peers to ensure that audiences are appropriately segmented and targeted, so that the right messages get to the right people and deliver the best result.
- Strategy is built on market insight and a thorough understanding of competitor positioning.
- Lead the development of key performance indicators to enable the assessment of the quality and impact of brand content, campaigns and initiatives.

### **Campaign Management**

- Brief the in-house channel and creative specialists on business/campaign objectives; target audience; audience insights and budget.
- Provide subject matter expertise on what is required to stimulate and deliver pipeline objectives.
- Review creative output against the brief and proof artwork for final delivery.
- Responsible for communications between the in-house channel and creative specialists and the Executive Education stakeholder group.

### **Analysis and Reporting**

- Accountable for marketing KPIs related to Executive Education
- Lead evaluation activity to assess the success of content, campaigns and initiatives against key performance indicators and overall departmental objectives, and ensure that findings feed into continuous improvement.
- Responsible for regular sharing of results with stakeholder group and within Brand & Marketing.

### **Collaboration**

- Build a network of customers and senior stakeholders to develop an understanding of their needs to identify where marketing can be adapted to better meet and exceed their requirements.
- Take the lead on and/or represent the department in cross-departmental initiatives to enable London Business School to meet its strategic goals.

### **Brand management**

- Ensure that content used in projects is of a consistently high standard, adheres to London Business School brand and external compliance requirements.

### **Financial Management**

- Contribute to the development of budgets for the department.
- Lead the control of relevant budgets to ensure well planned, value for money and cost control.

### **People Management**

- Set and develop appropriate culture for the team, through role modelling the School's values, setting behavioural expectations and supporting team wellbeing. Ensure team are aware of and comply with all relevant policies and procedures.
- Manage performance/achievement/engagement to ensure that the team achieves individual priorities and collaborates with colleagues to achieve wider goals.
- Identify team development needs, develop plans and create/promote learning opportunities, to enable good performance and appropriate career progression.

### **Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, develop and communicate plans to ensure change is successfully implemented within own division/ department.

### **KPIs:**

- Well defined, clearly communicated and executed marketing strategies and/or plans for Executive Education.
- Trusted adviser relationships developed with internal customers and stakeholders.
- Excellent feedback from stakeholders.
- Creation of engaging content and materials.
- Successful development and implementation of strategic campaigns and initiatives.
- Development and tracking of Key Performance Indicators for team and area of work.
- Contribution to cross-School initiatives.
- Projects delivered on time, on budget and to quality standards.
- Accurate budgets developed, no overspend and value for money demonstrated.
- Highly engaged and motivated team demonstrated through engagement and retention levels and excellent performance.

### **Knowledge/Qualifications/Skills/Experience required**

- Experience in a fast paced B2B and B2C marketing environment with high value products / services that require a consultative sell.
- In depth knowledge of the latest digital marketing channels and their application in both B2B and B2C settings.
- Commercially focused, comfortable dealing with numbers.
- Superb communicating and influencing skills, with the ability to negotiate, collaborate and influence.
- Skills to lead, manage and deliver a complex and varied workload within a fast-paced environment. Fast decision making capabilities and an eye for detail.

- Strong technical and practical marketing skills with the ability to translate business objectives into effective marketing plans.
- A team player, with a track record of working across a multi-specialist team.
- Experience of managing multiple key internal and external stakeholders at all levels.
- Ability to scan the horizon, identify industry best practice and translate this into future planning for own area of specialism.
- Proven financial management skills and strong commercial acumen.
- Self-motivated with the drive and perseverance to work on own initiative.
- Successful experience developing and motivating a team.
- Experience of leading a team in a senior level role.
- Awareness of the activities of the organisation and our competitors.
- Educated to degree level or equivalent, preferably in a relevant subject (eg: marketing; communications etc) or equivalent experience.
- Professional marketing qualification (eg: CIM or IDM) or equivalent experience at this level.

<b>Staff</b>	<b>4</b>
<b>Budgets</b>	<b>&gt;£1M</b>
<b>Date Updated</b>	<b>31 January 2022</b>