

# JOB DESCRIPTION

Job Title	Head of Digital Engagement		
Reports to	Director of Marketing Operations, Data and Performance		
Department	Brand & Marketing		
Job Family	Brand	Level	5

## 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 School works 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 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.

*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.

The Brand & Marketing team at London Business School is part of the Engagement department whose purpose is *to develop a deep understanding of our community and enable LBS to offer experiences that attract, inspire and connect on our journey together.* Our Engagement functions, Advancement, Brand and Marketing and Communications, are together responsible for engaging our audiences throughout their LBS journey.

By integrating the creation and distribution of content, coordination and planning of events and the use of audience insight, we ensure that LBS is best placed to raise funds, build revenues and achieve a profound impact.

## Job Purpose

The Head of Digital Engagement is both a strategic and operational leadership role within the Brand & Marketing department.

As the School pursues its digital transformation strategy, you will set and execute the digital strategy to support the customer journey, optimising the digital customer experience and supporting the School's Vision.

You will lead a team of digital marketing professionals, providing guidance, mentorship, and support to ensure their success in achieving engagement goals.

As postholder, you will own:

- The customer view that informs the digital transformation of relevant platforms, tools and applications.
- Key digital platforms including London.edu, Alumni Hub and possible others
- Content and digital experiences that deliver an enhanced customer experience.

Partnering with the Technology department you will develop a single set of technology requirements to support the customer journey and the requirements of the Engagement Department including (but not limited to) those related to personalisation, multi-channel marketing automation, consent and preference management, and CRM.

In this post you will work closely with the product owners within the Engagement Department; content and channel owners and the Editorial Planning Group; the Technology department; the Director of Customer Strategy; Director of Marketing Operations, Data & Performance and the marketing leads for Degree, Executive Education and Digital Learning.

The role is responsible for ensuring that the School's public facing website and online platforms perform in a way that improves engagement, acquisition and advocacy and are consistent with the key customer experience principles.

You will set the SEO strategy and ensure that website content is planned and loaded in a way that increases organic traffic, conversion and brand awareness.

You will develop and own the CRM strategy within the acquisition stage of the customer journey, working closely with the Head of Acquisition Marketing to design campaigns that maximise onsite engagement and conversion.

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

## **Key areas of accountability:**

### **Strategy and Planning**

- Develop roadmap for digital marketing platform evolution in line with the School's customer experience principles and vision.
- Own the department's requirements and priorities within the digital experience platform transformation project. Shaping the roadmap in partnership with Technology and other stakeholders.
- Work closely with the Director of Strategy and Thought Leadership to deliver a premium digital marketing experience that is in line with the School's customer experience principles and vision (LBSx).
- Own the department's eCRM requirements. Collaborate with key partners (Technology, data, insight, marketing) to drive forward the data strategy and CRM development.
- Lead the email marketing team to plan, deliver, report and optimise effective digital communications throughout the customer journey.
- Lead on the SEO strategy in partnership with colleagues and our SEO agency, leading to an increase in organic traffic.

### **Digital Experience Platform**

- Business lead for the transformation of digital platforms, tools and applications that are relevant to the digital customer experience. Partner with Technology and external agencies to develop and deliver the requirements of the Engagement Department.
- Partner with Technology to select and implement a privacy and consent management solution that delivers a premium customer experience.
- Champion the adoption of marketing automation. Act as departmental lead on the selection, implementation and operation of a marketing automation platform.
- Own the department's CRM requirements. Act as departmental CRM champion and collaborate with other teams to drive forward CRM development.

### **Brand Management**

- Lead the team of web content managers/editors to ensure that the content on our public facing website is always accurate, engaging and on brand.
- Work closely with the Head of Creative, Content & Editorial and product marketing leads to identify and curate content that meets the needs of our audiences.
- 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 in campaigns and initiatives so that the right messages get to the right people and deliver the best result.
- Management and enhancement of the Information Architecture of the website to provide the best quality user experience.

### **Project/Campaign Management**

- Develop and lead the execution of strategic projects, campaigns and/or initiatives and plans to promote the School's reputation, research, and teaching.
- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.

### **Analysis and Reporting**

- Evaluate the customer journey across all relevant digital marketing touch points to ensure optimal customer experience.
- Own the development of key performance indicators for your area to enable the assessment of the quality and impact of activity.
- Collaborate with the Data and Analytics team to evaluate the success of activity / initiatives against KPIs and overall departmental objectives and ensure that findings feed into continuous improvement.
- Oversee and ensure the use of A/B and Multivariate testing to continuously optimise content and segmentation based on performance metrics.
- Benchmark digital marketing platform initiatives to ensure quality and performance is measured against our competitors.
- Continually challenge what/how/why we do what we do – encouraging innovation across our digital platforms.

### **Supplier/Contractor Management**

- Manage the tendering process to select contracts for the delivery of services, and provide ongoing oversight to, and engagement with large suppliers/ contractors to ensure the School gets maximum value for money.

### **Collaboration**

- Build a network of customers and senior stakeholders to develop an understanding of their needs to identify where digital services can be adapted to better meet and exceed their requirements.
- Take the lead on and/or represent the area/department in cross-departmental initiatives to enable London Business School to better meet its strategic goals.
- Use the Editorial Planning system to secure alignment with the customer journey.

### **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.

### **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.

### **People Management**

- Deliver and demonstrate LBS People management accountabilities outlined in the Job Family document. Accountabilities include but are not limited to;
  - Recruit the right Talent for the Digital Engagement Team, considering current and future needs
  - Provide clear leadership, direction, coaching, mentoring and support to the Digital Engagement team.
  - Communicate the School's vision, strategy and priorities, enabling the Digital Engagement Team to understand the role they play.
  - Role model the School's behaviours.
  - Understand the School's policies and procedures and apply them thoughtfully and fairly.

### **KPIs:**

- Clear and joined-up digital strategy that the Engagement Department works within.

- Prioritisation and sequencing of digital engagement initiatives that will serve the overarching customer strategy.
- Solution identification (re: digital engagement) across department.
- Internal processes are developed and implemented to ensure effective delivery and proactive client relationship management.
- Trusted adviser relationships developed with internal customers and stakeholders.
- Excellent feedback from stakeholders.
- Effective and innovative technical solutions are created and opportunities maximised through close working with the IT department
- Development of Key Performance Indicators developed for an area of work.
- High-quality work delivered by contractors and agencies.
- 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.

### Knowledge/Qualifications/Skills/Experience required

- Significant experience in marketing technology including CMS and web platforms, marketing automation platforms, CRM technologies, CDP. (Experience with Contentful CMS, Microsoft Dynamics, Salesforce would be a plus).
- A track record of working closely with IT / external agencies to deliver successful projects with marketing department objectives in mind.
- Experience of, and a passion for, the optimization of digital customer experiences.
- Solid knowledge of website and marketing analytics tools (e.g. Google Analytics, Google Tag Manager, etc.).
- Experience leading and implementing eCRM programmes.
- Be data driven, have a test and learn mentality and experience with A/B testing.
- Strong knowledge of on-page SEO and its relationship with content marketing.
- Structured and clear thinker: able to manage multiple projects and understand the impact to internal and external 'customers'.
- Excellent communication and influencing skills, with the ability to negotiate, collaborate and influence stakeholders at all levels.
- Ability to scan the horizon, identify industry best practice and translate this into future planning.
- Awareness of the latest digital marketing developments and current technologies.
- A track record of prioritizing, allocating and managing resources.
- Experience of managing a high performing team.

### Resources including team management

**Staff:** Two direct reports (Senior Website Manager and CRM Manager) and responsibility for a team of 6.

**Budgets:** TBC as assigned.

**Date Updated:** 12 Sept 2023