

# JOB DESCRIPTION

<b>Job Title</b>	<b>Associate Director, Engagement</b>		
<b>Reports to</b>	<b>Executive Director, Recruitment &amp; Admissions</b>		
<b>Department</b>	<b>Recruitment &amp; Admissions</b>		
<b>Job Family</b>	<b>Relationship</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 Degree Education department plays a vital role in the success of London Business School. We are responsible for designing, promoting and delivering the School's portfolio of twelve Master's degree programmes in London, Dubai, New York and Hong Kong. Delivering world-class global programmes is at the heart of what we do, whilst ensuring that we maintain a commercial perspective.

As a department, we play a critical role in attracting exceptional candidates from all over the world. In addition, both when our students embark on their learning journey and when they become alumni, the Career Centre team, liaising closely with employers, works hand in hand to help them secure internship and full-time positions, and continues helping them make educated career choices.

Ranked among the best in the world, our Master's Degree programmes shape individuals into global business leaders. Our programme portfolio consists of 12 programmes: Masters in Management, Global Masters in Management, Masters in Financial Analysis, Masters in Analytics and Management, Master in Finance Full-time and Part-time programmes, MBA, Executive MBA London and Dubai Programmes, EMBA-Global Americas and Europe (partnership with Columbia Business School), EMBA-Global Asia (Partnership with Columbia Business School and University of Hong Kong), and Sloan Masters in Leadership & Strategy.

Every year we recruit approximately 1,500+ students from all over the world, and at any given moment we have more than 2,500 students. Our students study in London, Dubai, New York and Hong Kong.



## Job Purpose

- Get customer segment insights from Pipeline leadership teams to build overarching engagement strategy and annual plan – events, cv reviews, digital communications, webinars etc
- Integrated customer segment annual strategy and planning working session – Attended by Pipeline Leads, Marketing & Communication Lead for DECC, & other R&A Leadership team
- Agree buy in of annual engagement plan from Recruitment & Admission Directors and ultimate sign off from ED of R&A, ensuring integrated where required with Marketing & Communications annual activity & content plans
- Own centralised physical engagement budget – e.g. events
- Own detailed design of agreed touch points - aligning opportunities across all programme segments wherever possible
- Own logistics and delivery plan for all agreed touch points – physical and virtual
- Ensure integrated plan across all customer segments – effectively leveraging key internal and external stakeholders – e.g. staff, alumni, student ambassadors
- Own governance and reporting against agreed plan & budget – partnering with DECC Finance Business Partner to provide budget reporting
- Propose DECC wide accountabilities to support delivery of engagement events e.g. staff attending and representing LBS to agreed standards. Agree % time expected to support this pipeline critical activity
- Work to plan with % flex to agilely respond to ad hoc business critical opportunities or to adapt plan in response to pipeline performance metrics/reporting
- Attend quarterly pipeline performance review meetings with R&A Leadership team and Marketing & Communications

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

- Key areas of accountability:**
- Strategy and Planning**
- Contribute to the development of an Engagement vision & strategy for Recruitment & Admissions to enable the realisation of both the London Business School vision and associated Recruitment & Admissions business strategy
  - Develop plans for current or prospective clients or stakeholders or students, and oversee their implementation to ensure delivery against agreed revenue or engagement targets.
  - Lead the development of Key Performance Indicators to support the assessment of the strength/quality of relationships and/or the impact of engagements.
- Relationship Management**
- Lead the identification, development, and management of a portfolio of existing and/or new clients and/or stakeholders that promote or provide engagement opportunities for our customer segments, and develop new, strategically important relationships to ensure London Business School has a network of substantial, profitable and enduring relationships.
  - Drive a world-class service in area managed, regularly reviewing quality to ensure service meets clients and/or stakeholder needs, and alignment with London Business School goals.
  - Anticipate and react to complex client/stakeholder issues, resolving when they occur to instill confidence in all stakeholders to ensure that the service provided meets standard expected by London Business School.

- Utilise expertise and insight to create opportunities and lead the development of initiatives or solutions, ensuring that London Business School's offerings to clients and stakeholders remain market leading.

### **Product/Proposition/Technical Knowledge**

- Keep up-to-date with industry and technological advancements and trends and use these to ensure that innovative and effective client/stakeholder solutions are proposed.
- Keep up-to-date and apply deep and broad understanding of London Business School and competitor offering, wider trends and innovations and client/ stakeholder needs and interests.

### **Analysis and Reporting**

- Analyse existing and commission new reports and wider data sets to establish themes and trends and use this insight to inform decision making regarding current/prospective client/student/stakeholder.
- Ensure that forecasting is accurate, and new opportunities are continually developed.

### **Commercial**

- Lead the negotiation of high-value, non-standard contracts and agreements with clients and stakeholders to secure the best possible commercial outcome for the School.
- Use your understanding of the customers' needs and the School's offering and financial targets to ensure appropriate terms are offered and can be delivered.

### **Communications**

- Lead the development and delivery of communications to customers and all stakeholders, promoting a holistic approach to drive revenue generation, inspire and increase engagement.

### **Project Management**

- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.

### **Recruitment - staff**

- Lead the identification, engagement oversight, and conversion of a strong network of stakeholders who are aligned and support the School in achieving its strategic objectives and values.

### **Collaboration and Stakeholder Management**

- Build relationships with and influence multiple stakeholders across the School, to help smooth decision making and provide a seamless, world-class client or stakeholder experience.
- 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.

### **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**

- Please read the people management accountabilities section at the start of this Job Family document, and refer to the most appropriate level based on team size and level.

### **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 strategies and/or plans for area of work.
- Trusted adviser relationships developed with clients and stakeholders.
- Excellent client and stakeholder feedback.
- Revenue and/or engagement targets met or exceeded.
- Robust customer satisfaction framework in place.
- Development and delivery market leading solutions and initiatives.
- Smooth operation of reporting cycle in own area producing highly-accurate data which informs decision-making.
- Contribution to cross-School initiatives.
- High-quality work delivered by contractors and agencies.
- Accurate budgets developed, no overspend and value for money demonstrated.
- Contribution to continuous improvement in School rankings.

**Knowledge, Qualifications and Skills Required**

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Excellent communication skills and the ability to develop and maintain client relationships at senior levels.
- Highly skilled in negotiation, networking, and influencing.
- Experience of consultative sales and developing solutions with demanding clients.
- Ability to manage multiple internal and external stakeholders and to operate effectively with senior leaders.
- Experience of key account management and developing client relationships.
- Extensive awareness of the activities of the organisation and competitor schools.
- Ability to scan the horizon, identify industry best practice and translate this into future planning for own area of specialism.
- Proven financial management skills.
- Experience of leading a team in a senior level role.

**Resources including team management**

--

<b>Staff</b>	Team of 7
<b>Budgets</b>	
<b>Date Updated</b>	