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| **Job Title** | **Engagement Manager**  |
| **Reports to** | **Senior Engagement Lead** |
| **Department** | **DECC** |
| **Job Family** | **Relationship** | **Level** | **3** |

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| **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.We aim to create an exceptional learning environment for a global, cross-generational community of intellectually curious, critical thinkers.  |

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| **About the Department** |
| **Degree Education** contributes to the School vision by:* Attracting and selecting talent from around the world
* Creating an environment where students can learn
* Maximising student and alumni career opportunities through developing their career skills and engaging with employers.

Our portfolio of degree programmes includes the Masters in Management, Global Masters in Management, Masters in Financial Analysis, Masters in Analytics and Management, MBA, One-year MBA, Masters in Finance Full-time, Masters in Finance Part-time, Executive MBA London, Executive MBA Dubai, EMBA-Global and LBS Sloan Masters in Leadership and Strategy.  |

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| **Job Purpose** |
| The Engagement Team within the Recruitment & Admissions department supports the Recruitment team to nurture, engage and recruit high quality and diverse candidates to our degree programmes. The Engagement Manager is responsible for the operational delivery of engagement activities related to our Graduate Masters Degree Portfolio (Masters in Management, Global Masters in Management, Masters in Financial Analysis and Masters in Analytics & Management.Guided and supported by the Senior Engagement Lead and working alongside the Engagement Coordinator, the Engagement Manager will become an audience expert and valued partner to their Recruitment & Admissions portfolio team. Engagement activities include virtual and in person events, third party events and fairs, email campaigns, partner relationships and blog management. |

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| **Key Areas of Accountability and Key Performance Indicators (KPIs)** |
| **Key areas of accountability:****Engagement planning*** Contributes to the strategic engagement plan by making data driven recommendation on what is working well and identifying gaps in content
* Leads detailed planning process to schedule events and digital communications and agree content/themes in collaboration with Associate Director Engagement, Senior Engagement Lead and R&A stakeholders
* Works with R&A stakeholders and fellow Engagement Managers to book third party events and fairs in line with Recruitment & Admissions Directors’ priorities and feeds this into the strategic and detailed engagement planning. This is to be done in line with department budget

**Manage the delivery of in-person, virtual and hybrid events*** Oversees the setup of all events in different platforms, booking of third party events, venue booking, etc., always in line with budget
* Ensures all events have the required contributors and that they are briefed in a timely manner.
* Collaborates with R&A stakeholders, and external stakeholders where necessary, to ensure content of sessions meets objectives and is clear. Supports with presentation materials and research where required
* Attends on-campus and London events to manage the smooth setup and running
* Attends and runs ‘complex’ virtual events to ensure smooth running (check stakeholders are comfortable with slides, tech setup). Moderates Q&A where necessary
* Collates registration and attendance data, updates CRM, sending follow up comms.
* Delivers post event round up, and leads post event meeting for complex and high profile events

**Manage delivery of digital communications*** Design and compose email communications for portfolio in collaboration with R&A Stakeholders.
* Content composition, data segmentation, deployment and monitoring performance of “high profile” emails – dedicated events mailer, monthly portfolio/programme mailers, more complex content led communications
* Monitor performance data to ensure that communications are effective and achieving their objectives

**Support the success of the Engagement Team and wider R&A team*** Manage data for the portfolio ensuring it is GDPR compliant
* Collaborate with R&A stakeholder to identify content for MediaSite & Blog to support success of overall content strategy
* Monthly reporting for pipeline meetings, and presenting updates at these meetings
* Contribute to annual reporting for EOY Summary
* Manage cross-programme events and comms where appropriate
* Day to day management of portfolio budget

**Relationship Management** * Contribute to the development of recruitment and engagement plans for the area, providing information to enable efficient and effective planning that meets departmental objectives.
* Act as a key liaison for stakeholders to build relationships and promote the School’s offerings
* Apply knowledge and exercise judgement to diagnose stakeholder needs
* Utilise knowledge of candidates needs to produce materials, in accordance with guidance from more senior colleagues, to be used to create a narrative and increase engagement.

**Analysis and Reporting** * Liaise across the team to prepare reports to inform review, planning and decision making.

**Project Management** * Plan and deliver a range of straightforward projects or events, and/or contribute to more complex projects with guidance from more senior colleagues, to ensure delivery against project time, cost and quality standards, and targets.

**Supplier/Contractor Management** * Monitor the quality of work delivered by third-party supplier/contractors against agreed service level agreements to ensure it is to the required standard, and provide feedback on performance to management. Take action as necessary based on feedback and escalate issue resolution when required**.**

**Collaboration and Stakeholder Management** * Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
* Build a network of stakeholders across the School to facilitate improved communication and maintain knowledge of opportunities with clients and stakeholders across the School.
* Provide specialist information and guidance across School departments as necessary to inform other programmes of work.
* Identify and build relationships with prospective stakeholders to achieve revenue and/or engagement targets, ensuring they are aligned with the School’s strategic objectives and values.

**Financial Management** * Monitor and review financial activity for own area to ensure the accurate completion of standard financial processes within budget and the provision of up-to-date information to support decision making.

**Process Improvement** * Monitor business processes for own team, plan and carry out regular reviews to identify opportunities for service improvement in light of changing customer/stakeholder needs, feedback and/or current best practice thinking; follow through on improvements 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:*** Successful management and smooth delivery of all engagement activity for portfolio, in line with strategic and tactical objectives
* Developing a deep understanding of the portfolio programmes and audiences
* Managing off campus, third party events and fairs in line with portfolio budget
* Content and narrative for the portfolio and programmes is joined up across all engagement activities and appealing to the audience, meeting R&A stakeholders objectives
* Development of relationships with stakeholders.
* Delivery of high-quality service in own area of specialism.
* Revenue and engagement targets achieved or exceeded.
* Excellent candidate and stakeholder experience.
* Production of high-quality reports, with the identification of trends and issues.
* Projects delivered on time, on budget and to quality standards and targets.
* Identification of technological, and process advancements and innovations in own area.
* Improvements in processes and procedures in own area
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| **Knowledge, Qualifications and Skills Required** |
| **Required:** Excellent organisational & communication skills | Excellent stakeholder management | Excellent attention to detail | High resilience | Strong multitasking skills | Adaptability | Strong project management skills | Experience using Microsoft Office and Zoom | Experience using ClickDimensions or other email platform | Experience using Microsoft Dynamics or other CRM **Desired:** Good presentation skills | Experience using project management software | * Bachelor’s degree or equivalent experience. This may be supported by a specialist qualification.
* Experience planning and delivering in person and virtual event in a busy environment
* Experience creating and delivering digital communications to large audiences
* Excellent stakeholder engagement skills with experience of managing a large range of different stakeholders.
* Experience of using software related to own team or department to extract, analyse and report on data.
* Experience of applying sales/ engagement/conversion techniques.
* Good project management skills.
* Excellent organisational skills and the ability to manage a portfolio of clients and stakeholders.
* Sound understanding of the wider School’s offerings and the offerings of our competitors.
* Demonstrable knowledge of business education and/or relevant sector.

Budget management experience. |

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| **Resources including team management** |
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| **Staff** | 0 |
| **Budgets** | TBC |
| **Date Updated** | 08/02/2024 |