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| **Job Title** | **Head of Communications (0.5 Job-Share)** |
| **Reports to** | **Chief Engagement Officer** |
| **Department** | **Engagement**  |
| **Job Family** | **Brand**  | **Level** | **5** |

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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. 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.  |

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| **About the Department** |
| The purpose of the Engagement department is *to develop a deep understanding of our community and enable LBS to offer experiences that attract, inspire and connect on our journey together*It includes our Advancement, Brand and Marketing and Communications functions, which are responsible for engaging our audiences throughout their LBS journey and promoting a culture of philanthropy to amplify the School’s impact. LBS has over a hundred faculty, conducting world-class research in accounting, economics, finance, management science, marketing, organisational behavior, strategy and entrepreneurship. We have four research institutes focusing on thought-leadership and impact, and a vibrant network of student and alumni clubs. Together, they generate a remarkable flow of high-quality content and activity for our global community of more than 50,000 current students and alumni. Our task is to ensure we channel this activity into purposeful engagement that supports the School’s purpose and goals.  |

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| **Job Purpose** |
| The Head of Communications, reporting to the Chief Engagement Officer, is responsible for an integrated communications function that ensures consistent and clear messaging across internal and external audiences, including the LBS community. This includes responsibility for coordinating key messages aligned to the School’s narrative across all LBS channelsThe function includes communication roles focused on media, public relations, internal, change and stakeholder communications It is supported by PR agencies currently operating in North America and Dubai. The Head of Communications is responsible for tendering, onboarding and managing PR agencies. The role leads on the development and execution of a communications strategy that supports the School’s overarching engagement strategy. This includes drawing up an annual communications plan with clear objectives, goals, strategies and measures. It provides strategic communications advice to specific projects and programmes such as the Five Year Plan, Sustainability and Diversity and Inclusion. The role collaborates with insight, content and channel leads in the Engagement department and generators of activity and content across the School. The Head of Communications leads in the operational management of reputational risks and crisis communications, including communicating the LBS response to significant external events. The communications function is responsible for overseeing the Dean’s communications, across all channels, and liaises closely with the Dean’s Office and business units to ensure clarity of messaging and alignment with the School’s narrative. As the demands on the Communications function have grown, this role will be managed via job-share with each role sharing the core responsibilities of the Head of Communications role, but individually accountable for business partnering with specific areas of the School and project leadership. These will be communicated in writing to each person but will vary over time according to the needs of the business.  |

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| **Key Areas of accountability and Key Performance Indicators (KPIs)** |
| **Key areas of accountability:** * The Head of Communications leads an integrated communications function including media, public relations, internal, change and stakeholder comms.
* The post has responsibility for performance, ensuring that the team’s activities are delivered efficiently and effectively to the highest of standards and enable achievement of the School’s strategic objectives and vision.
* It is responsible for developing and executing communication strategies, an annual plan for the Communications function, and performance reporting.
* Engaging channel and content owners at LBS to ensure clarity of messaging and alignment with the LBS narrative and the Five-Year Plan.
* Ensure audience needs, wants and goals are understood by the communications team and inform strategy.
* Providing counsel on best practice communications and reputation management
* Responsibility for maintaining communication plans to manage Major and Urgent Incidents and leading the communications response at an operational level.
* Coaching and mentoring those in direct reporting lines
* Managing the School’s PR agencies

**Leadership and Management*** As a senior leader at LBS, take collective responsibility for the Five-Year Plan, understanding and advocating for the plan, promoting desired behaviours and developing the required leadership skills.
* Operate as a member of School Committees or leadership groups as required to coordinate operational activity, including providing advice on communications as well as representing the communications function and to promote cross-departmental collaboration
* As a senior leader in the Engagement department, promote innovation, collaboration and a ‘one team’ approach.
* As an operational leader in Communications, ensure resources are aligned to School priorities and appropriately deployed, anticipate and identify potential business risks, overseeing operational risk management and governance.
* Maintain and build internal stakeholder engagement, liaising with business units to manage their communications needs and ensuring a responsive service.
* As a leader and manager, focus on serving our people to be the best they can be, in an inclusive and diverse environment that values differences.
* Hold regular performance and growth conversations with direct reports to support progress in line with the School’s policies.

**Strategy and Planning** * Develop and execute communication strategies aligned to the School’s developing Engagement strategy and the Five-Year Plan.
* Develop and agree Key Performance Indicators for Communications, driving performance and taking action to ensure targets are met or exceeded.
* Contribute to the development of an annual plan for the Engagement department and to regular planning processes.
* This includes developing an annual plan for the Communications function and allocating resources to deliver on the objectives.
* Develop and lead the implementation of strategic and operational plans to support the achievement of function, departmental and organisational goals.

**Brand and Reputation Management** * Responsible for ensuring clarity of messaging from LBS to the School community and ensuring alignment with the narrative and Five-Year Plan.
* Ensuring business units are provided with appropriate advice on how to identify reputational risks, address where possible and escalate where necessary.
* Develop and maintain plans for addressing urgent reputational issues, including appropriate communications from the School.
* Identify communication risks and put in place appropriate mitigations based on clear ownership
* Operational leadership of crisis communications
* Providing appropriate training for the communications team, working with the Chief Engagement Officer to provide the necessary resilience & leadership.

**Project and Change Management** * Develop and lead the execution of strategic projects, campaigns and/or initiatives and plans to promote the School’s reputation, research, and teaching
* With the Chief Engagement Officer, provide communications and engagement advice and counsel to change management projects including the Five-Year Plan and manage available resource to provide support where possible.
* Support operational leads across LBS by providing subject matter expertise to strategic, complex and/or high-impact projects to support successful delivery.

**Performance and Reporting** * Drive achievement of Communications division targets, initiatives and projects
* Anticipate and identify strategic issues/needs, enhancing and implementing new systems to ensure delivery of the School’s strategic and operational objectives
* Ensure a strong focus on performance and regular attention to relevant data
* Provide internal clients with a clear view of service levels and processes, engaging regularly to understand and manage demands
* Lead evaluation activity to assess the success of content, events and initiatives against key performance indicators and overall departmental objectives, and ensure that findings feed into continuous improvement.
* Develop, maintain and report on KPIS as part of the Quarterly Business Review
* Ensure alignment with the wider departmental dashboard and reporting.

**Supplier/Financial 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.
* Contribute to the development of budgets for the department.
* Lead the control of relevant budgets to ensure value for money and cost control.
* **KPIs:**
* Well defined, clearly communicated and executed strategies and/or plans of work.
* Trusted adviser relationships developed with internal customers and stakeholders.
* Excellent feedback from stakeholders.
* Creation of engaging content and materials.
* Successful development and implementation of projects and initiatives.
* Key Performance Indicators developed for new areas 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.
* Contribution to continuous improvement in School rankings.
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| **Knowledge/Qualifications/Skills/Experience required**  |
| * Bachelor’s degree or equivalent experience.
* Professional qualification or equivalent experience.
* Excellent communicating and influencing skills, with the ability to negotiate, collaborate and influence.
* Experience of managing multiple key internal and external stakeholders at all levels.
* Experience of leading a portfolio of projects, campaigns or initiatives.
* Extensive awareness of the activities of the organisation and competitor business 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 and strong commercial acumen.
* Broad understanding of each of London Business School’s activities and offerings
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| **Resources including team management**  |
|  The Head of Communications currently has co-responsibility for the management of a team of 8 staff, with 2 direct reports. The other employees report to the Head of Communications job share and Senior Internal Communications Manager. This may vary in line with demands on the team.  |

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| **Staff** |  |
| **Budgets** |  |
| **Date Updated** |  |