

JOB DESCRIPTION

Job Title	Digital Content Manager		
Reports to	Associate Director, Professional Development		
Department	Career Centre		
Job Family	Brand	Level	4

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

Career Centre is part of a wider team incorporating Degree Programmes and is known as Degree Education and Career Centre reporting to the Associate Dean. Career Centre comprises: an Employer Engagement Team; a Leadership Programmes Careers Team; an Early & Mid-Careers Team; a Professional Development team.

Together with faculty teaching & learning, Career Centre lies at the heart of student & alumni career outcomes which are a key indicator and consequential driver of the success of any business school. Student & alumni career success drives heightened student interest, quality of student admission and participation, ability to attract and retain the very best staff and faculty, further engagement with and access to entrepreneurial, fast-growing and blue-chip companies and, thus, further student & alumni career success.

Career Centre inspires and supports students & alumni to enhance their career potential through the provision of a Career Coaching, Career Learning and Career Opportunities and Career Insights.

Job Purpose

The Career Centre Digital Content Manager is responsible for collating and disseminating career insights, information and resources primarily to students but also to other stakeholders across the School.

They develop new content and assets which align with the Career Centre vision of what students need to know and the skills they need to build whilst taking account of the LBS Marketing and Communication content strategy and content themes. They establish the Career Centre's position as an expert and authority in sector and employment insights, through regular contribution to outward-facing communication targeted at students and by driving the content strategy for the department.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Content Delivery

- Take editorial control of the online Career Centre presence to ensure a consistent, engaging and informative tone of voice.
- Manage and write The KnowHow blog, drawing on expert input from others.
- Develop content as required for student groups using a variety of formats, including visual infographics.
- Ensure content is targeted, presented and communicated in an impactful way to students.
- Recommend best practice for content creation, distribution and repurposing.

Brand Management

- Review content developed in-house to ensure it meets brand guidelines.
- Educate and inform on correct application of the Brand Guidelines (visuals, photography, tone of voice) and articulate how this is applied through all Career Centre content.
- Create templates to help colleagues to communicate with students consistently and with impact using the Brand Guidelines.

Analysis and Reporting

- Lead evaluation activity to monitor impact and effectiveness of content and communication. Ensure findings feed into continuous improvement.

Collaboration

- Collaborate with Career Centre staff to present digestible content through appropriate channels.
- Support Programme Career Leads to develop content and communication calendars for each programme.

- Represent the team and department in cross-departmental initiatives to enable the Career Centre to better meet its strategic goals.

Strategy and Planning

- Contribute to the development of Key Performance Indicators to support the assessment of the quality and impact of insights and their communication.
- Develop Career Centre's presence and reputation as a trusted authority on developing fulfilling careers, building ongoing relationships and increasing our attractiveness to prospective students.

Technical Knowledge

- Research and keep up-to-date with industry and technological advancements and trends and use these to ensure that best practice across messaging and content is established.
- Develop deep understanding of London Business School and competitor offerings and use this knowledge to innovate and introduce new ideas on how content is created and communicated.

Supplier Management

- Monitor the quality of work delivered by third-party suppliers against service level agreements to ensure it is to the required standard, and provide feedback on performance to management. Take any necessary action based on feedback and escalate issue resolution when required.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.

Financial Management

- Contribute to the development of budgets for the team
- Forecast and manage allocated budgets proactively

KPIs:

- Design and delivery of high-quality content.
- Contribution to the development of policies and processes.
- Contribution to increased engagement levels through campaigns or initiatives.
- Projects delivered on time, on budget and to quality standards.
- Contribution to innovation within own area.
- Production of high-quality reports, with complex analysis to support management decision-making.
- High-quality work delivered by third-party contractors.
- Strong cross-team working relationships developed with key stakeholders.
- Positive feedback from colleagues and stakeholders.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Knowledge of specialist area (including CMS such as Wordpress)
- Excellent communication skills with the ability to influence, negotiate and collaborate with a range of people.
- High level of writing skills to convey messages to students in a succinct, compelling manner
- Experience of using a variety of communication channels including social media
- Project management experience.
- Ability to prioritise and focus on material issues.
- Ability to identify industry best practice and apply this to own area.
- Excellent organisational skills and the ability to manage multiple internal and external stakeholders.
- Up-to-date knowledge of industry and technological advancements.
- Knowledge of business education and competitor organisations desired.
- Experience of managing suppliers.

Staff	None
Budgets	Yes
Date Updated	November 2022