JOB DESCRIPTION

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| Job Title | Head of Marketing Analytics & Data | | |
| Reports to | Executive Director of Marketing Operations, Data & Performance | | |
| Department | Brand & Marketing | | |
| Job Family | Brand | Level | 5 |

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| About the School |
| London Business School’s academic strength and global outlook drive original and provocative business thinking. We challenge conventional wisdom, enable the transformation of careers and organisations, and empower our people to change the way the world does business.  Our purpose is to have a profound impact on the way the world does business and the way business impacts the world. The School is consistently ranked in the global top 10 for its programmes and is widely acknowledged as a centre for outstanding research. As well as its top-ranked full-time MBA, the School offers degree and award-winning executive education programmes to organisations and their people from around the world.  With a presence in three international cities – London, New York, and Dubai – the School is well-positioned to equip students from more than 130 countries with the tools needed to operate in today’s business environment. The School has more than 55,000 alumni from over 150 countries, who provide a wealth of knowledge, business experience, and worldwide networking opportunities.  London Business School’s 100+ faculty come from more than 30 countries and cover seven subject areas: accounting; economics; finance; management science and operations; marketing; organisational behaviour; and strategy and entrepreneurship. |

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| 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.  This means we work hand-in-hand with our impact streams to take our learning offer, learning experiences/outcomes and faculty thought-leadership to market - to specifically appeal to, drive consideration and preference for and support advocacy of the LBS brand as a learning partner throughout individual careers and organisational transformation.  We are the voice of our customers: degree-seekers, working professionals, corporates, and our alumni. We do this by expressing our brand with  marketing campaigns, content, and experiences that connect with people in a |

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| consistent, compelling, and uniquely LBS way - wherever they are in their journey with us.  By doing this, we support the commercial objectives and resonance of LBS and the brand; we engage our Brand & Marketing team around our focus and plans; and we build a high-performing and accountable culture that is appreciated by all for doing the right thing. |

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| Job Purpose |
| We are seeking an experienced and commercially minded Head of Marketing Analytics and Data to lead our marketing analytics strategy and performance measurement efforts.  This pivotal role will shape how we use data to understand, predict, and influence prospective customer behaviour, while ensuring every pound of marketing spend delivers measurable value.  You will lead a high-performing team to build advanced analytics capabilities, including propensity modeling, marketing mix modeling (MMM), incrementality testing, and multi-touch attribution.  Working in close partnership with our business units, you will embed an experimental, insight-led approach to customer acquisition and engagement.  This is a high-impact, high-visibility role in a complex, fast-moving environment. The successful candidate will bring not just technical expertise but also the resilience and stakeholder management skills needed to thrive amid multiple priorities, tight deadlines, and evolving strategic goals. |

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| Areas of accountability and Key Performance Indicators (KPIs) |
| Key areas of accountability:  **Strategy and Planning**   * Lead Marketing Analytics Strategy: Develop and own the marketing analytics roadmap aligned to the School’s marketing, brand, and engagement objectives. * KPI Target Setting & Reforecasting: Partner with the other Heads of Marketing to define clear, measurable marketing KPIs (e.g., web sessions, lead volume, CPA, ROI). Develop forecasting models and tracking mechanisms to monitor performance against targets, providing regular updates and reforecasting as necessary to inform budget and resource planning. * Lead Scoring: Develop and continuously refine a data-driven lead scoring framework to prioritise prospects based on engagement, fit, and likelihood to convert. Collaborate with Sales, Admissions, and programme Marketing teams to define and evolve the Marketing Qualified Lead (MQL) criteria, ensuring alignment with the business goals. * Predictive & Propensity Modeling: Design, develop, and deploy predictive models to assess the likelihood of application, enrolment, conversion, or event attendance. Integrate insights into campaign planning for smarter targeting and personalisation. * Contribute to the development of a strategy for Brand & Marketing to enable the realisation of the London Business School vision.   **Measurement, Analysis and Reporting**   * ROI Measurement & Experimentation: Lead the design and execution of experiments (A/B testing, holdout groups) to measure the incremental impact of campaigns. Build robust frameworks for Marketing Mix Modeling (MMM) and multi-touch attribution to inform strategic investment decisions and budget planning. * Campaign Performance: Oversee the measurement, analysis and reporting of our day-to-day marketing performance (digital, email, events, paid media). Collaborate with our media agency to deliver end-of-campaign reports and provide timely reporting and strategic recommendations to internal stakeholders. * Produce reports or oversee the production of reports in own area of specialism, to be used by senior management in the decision-making process.   **Innovation and AI**   * Explore and apply AI and machine learning techniques to enhance marketing insight and performance. Stay informed of emerging tools and trends, and evaluate their practical use in advancing the School’s data-driven marketing approach. * Understand and have a view on modern measurement techniques, in particular with focus on user privacy regulations (ie. CAPI, First Party Mode).   **Compliance and Data Quality**   * Ensure analytics processes comply with data governance standards and data protection legislation (eg: GDPR). * Champion data quality and operational excellence across systems. Lead the creation of policies and procedures for own area and help embed them across the School. |

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| **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. * Partner with external agencies and data providers to expand analytics capabilities.   **Collaboration and Relationship Management**   * Champion and build the reputation of your team across the business. * Develop and manage ongoing relationships with key stakeholders to identify and deliver solutions that benefit all parties across London Business School. * Establish networks across organisational peer groups and outside of London Business School to gather and share information to ensure that professional services are delivered in line with industry best practice. * Take the lead on and/or represent the department in cross-departmental initiatives to enable London Business School to better meet its strategic goals.   **People Management**   * Team Leadership & Development: Lead, mentor, and develop a high-performing analytics team. Establish best practices in analytics, experimentation, and performance measurement across the wider marketing function. Foster a culture of curiosity, testing, and continuous improvement. * 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 Marketing Analytics Team, considering current and future needs   + Provide clear leadership, direction, coaching, mentoring and support to the Marketing Analytics team.   + Communicate the School’s vision, strategy and priorities, enabling the   + Marketing Analytics 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. |

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| **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. * Partner with the business to identify opportunities for positive, service enhancing change, and develop strategies to ensure the change is successfully implemented and the benefits are realised.   **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.   **Project Management**   * May lead projects in own area of specialism, or contribute to cross-School projects, providing subject matter expertise to help achieve projects objectives. * Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.   **Process Improvement**   * Use management information to recommend new/enhanced policies to support business improvement. * Contribute to the development of new/enhanced policies, processes, solutions and systems, and lead on the implementation of improvements.   **KPIs:**   * Well defined, clearly communicated and executed strategies and/or plans for area of work. * Smooth operation of reporting cycle in own area producing highly- accurate data which informs decision making. * Key Performance Indicators developed for area of work. * Trusted adviser relationships developed with key stakeholders. * Excellent stakeholder feedback. * Development of high-quality policies and processes. * 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. * High-quality work delivered by contractors and agencies. |
| Knowledge/Qualifications/Skills/Experience required |
| **Essential**   * At least 10 years’ experience in marketing analytics, with a strong track record in ROI-focused measurement, MMM, attribution modeling, and experimental design. * Proficient in analytics tools and platforms (e.g., Google Analytics 4, SQL, R/Python, CRM and email platforms, Power BI). * Ability to drive the data roadmap with our media agency Croud and other partners. * Excellent stakeholder management and storytelling skills to communicate complex insights clearly and simply. * Deep understanding of digital and offline marketing channels and their interplay in complex customer journeys. * Strong leadership and team development skills. * Confident oral and written communicator.   **Desirable**   * Awareness of AI tools and applications relevant to digital marketing, analytics, and customer engagement. * Familiarity with CRM and automation platforms (e.g. MS Dynamics, Salesforce). * Understanding of international audiences and data privacy regulations (e.g. GDPR) |

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| Resources including team management |
| * Line management of 3 * Budget management |
| Last updated: 06 May 2025 |