London Business School

JOB DESCRIPTION

Job Title	Internal Communications Manager		
Reports to	Head of Communications		
Department	Marketing and Communications		
Job Family	Brand	Level	3

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 Marketing and Communications department is responsible for developing and delivering the School's marketing and communications strategy through a combination of corporate communications, brand, content and campaign management.

About the Communications Team

School (internal) Communications sits within the Communications Team in the central Marketing and Communications function, whose core purpose is to help the School achieve its vision by nurturing and strengthening its brand.

The team provides communications expertise across all the School's functions, including Advancement, Degree Education and Career Centre, Campus Services, Executive Education, Finance, IT, the People Team, Research and Faculty Office and Operations.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Project/Campaign Management

• Plan and deliver a range of projects/campaigns and consider particularly though not exclusively, how these can support/be used by, Advancement, Degree Education and Career Centre and Executive Education. Ensure delivery against project time, cost and quality standards, and targets.

• Plan and implement scope of work to amplify faculty research within the LBS community.

• Plan and deliver School Meeting series reflecting and exploring the School's vision and strategic priorities, keeping the internal community informed, engaged and inspired

• Develop and maintain a communications calendar to ensure all communications are appropriately timed and monitored.

Analysis and Reporting

• Continually measure and evaluate communication activity to ensure ongoing improvement.

• Create and maintain monitoring mechanisms to record and track engagement levels, response rates and achievement of key performance indicator targets.

• Conduct market research/data analysis, obtaining information from a broad range of sources, to identify trends, provide insight and suggest action to increase internal engagement.

Product/Technical Knowledge

• Leverage and improve existing communication technologies.

• Monitor the development of new techniques, technology and trends in internal communications and use insights to suggest new ways of working to support change and transformation projects and broad staff engagement.

• Create compelling content for existing and new School Communications channels.

• Source, write and produce content for a range of media including the intranet, e-bulletins, digital social media, campus branding, and print.

Collaboration

• Support the Communications Director and Head of Communications with the implementation of an integrated communications strategy.

• Provide strategic business partnering to colleagues in Advancement, Degree Education and Career Centre and Executive Education as required.

• Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, identifying new opportunities and a stronger development of the brand, including in relation to priority content campaigns.

• Champion transparent and two-way communication to help improve employee engagement and student satisfaction.

• Seek and share best practice.

Process Improvement

• Monitor processes, systems and practices within area of specialism, plan and carry out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practice thinking; follow through on improvement once agreed.

Knowledge/Qualifications/Skills/Experience required

- Excellent interpersonal skills
- Strong, writing, proof-reading and editing skills
- Experience of planning and delivering engaging communications events
- Ability to plan, create and curate content across digital, social and traditional channels
- Experience of managing a range of channels
- Proven experience of designing and delivering creative and compelling communications campaigns
- Significant experience of managing multiple stakeholder groups and development of audience insight to inform communications strategy
- Evidence of using measurement of communications activities to evaluate success and drive improvements
- Excellent organisation and planning skills, with the ability to manage and prioritise a varied workload while meeting deadlines.
- Excellent digital skills, including MS Office packages, and experience of working with a wide range of technological solutions, such as mass email software, intranets and enterprise social networks
- Bachelor's degree or equivalent experience.
- A relevant specialist qualification, or membership of a relevant professional body, would be advantageous

KPIs:

- Delivery of high-quality service in own area of specialism.
- Production of high-quality content.
- Projects/campaigns delivered on time, on budget and to quality standards and targets.
- Production of high-quality reports, with the identification of trends and issues.
- Identification of technological and process improvements in own area.
- Development of relationships within and outside the team, and positive feedback from colleagues.

Staff	
Budgets	
Date Updated	