

# JOB DESCRIPTION

<b>Job Title</b>	<b>Thought Leadership Content Producer</b>		
<b>Reports to</b>	<b>Head of Thought Leadership and Research Amplification</b>		
<b>Department</b>	<b>Brand &amp; Marketing</b>		
<b>Job Family</b>	<b>Brand</b>	<b>Level</b>	<b>4</b>

## About the School

London Business School's academic strength and global outlook drives 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 47,000 alumni, from over 150 countries, which 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.

## 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 through expressing our brand with marketing campaigns.

content and experiences that connect with people in a 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.

## **Job Purpose**

The Thought Leadership Content Producer is a key member of the Thought Leadership & Research Amplification team, part of the wider Customer Strategy & Experience Team within the Brand & Marketing Department.

You are responsible for researching, developing and delivering relevant, engaging and insightful content for a portfolio of events, podcasts, films and other initiatives, helping to elevate our brand and reputation and drive engagement with our global audiences. This includes management of our prestigious Think Ahead events and podcast series, the latter of which is hosted by our Dean.

You thrive on understanding and exploring big business ideas and trending topics. You are passionate about using insight on our global audiences and the challenges they face, to develop compelling content that inspires and engages.

You proactively and expertly engage with our faculty, alumni and other contributors - both in and outside our global community - to create forward-looking, thought provoking content, aligned with our thought leadership and research amplification strategy.

Whether for events, webinars, videos or podcasts, you understand what it takes to research topics, develop agendas and pitch compelling content ideas, and how to involve and partner with the right contributors and suppliers to bring them to life.

Collaborating closely with colleagues across Brand & Marketing and other School departments, and with faculty, alumni and contributors across our wider community, you will ensure that our thought leadership content is effectively brought to life with our audiences.

## **Key Areas of accountability and Key Performance Indicators (KPIs)**

### **Key areas of accountability:**

#### **Strategy and Planning**

- Contribute to the development of the thought leadership and research amplification strategy from a content perspective, ensuring that plans are aligned to wider departmental and editorial strategies and overall School goals.
- Contribute to the development of Key Performance Indicators to support the assessment of the quality and impact of thought leadership initiatives.

### **Brand Management**

- Use your specialist knowledge to design compelling thought leadership content, including video, podcasts and events, ensuring it meets and exceeds customer requirements.
- Collaborate with contractors and agencies, with an understanding of when to bring in external expertise to support in-house capability, in the design and delivery of thought leadership content and campaigns.
- Review content developed in-house or by agencies against internal quality assurance processes to ensure it meets brand guidelines.
- Act as a key liaison for internal customers and stakeholders to build relationships, understand their needs and develop brand solutions that deliver impact.
- Research and build relationships with faculty, alumni and other high quality speakers and contributors.

### **Project/Campaign Management**

- Lead on the conception and delivery of thought leadership events, podcasts, videos and other assets from a content perspective.
- Build event agendas and programmes with a sound understanding of the optimal format and timings for the event type and audience
- Identify topics for events through market insight and intelligence; set event programmes and related editorial content for other activities; and act as an expert resource to manage work streams in large/complex projects, managing in-house and agency resources to ensure successful delivery within budget and to quality standards and targets.
- Prioritise and co-ordinate faculty and alumni asks in order to optimise relationships and contributions.
- Proactively outreach to and liaise with speakers and contributors, ensuring full briefings and reviews are undertaken.
- Manage event and recording logistics, liaising with and briefing contributors and suppliers to deliver high quality outputs
- In partnership with Brand & Marketing colleagues, create compelling communications that best showcase thought leadership content and will appeal to our audiences and drive engagement.

### **Analysis and Reporting**

- Develop specialist knowledge of trending business insights and topics.
- Develop a deep understanding of London Business School's audiences and the issues which interest them.
- Manage or commission data collation and analysis, probe and use findings to develop further insights to inform decisions on future content initiatives.
- Liaise across the team to prepare complex reports to inform review, planning and decision-making.

## **Product/Proposition/Technical Knowledge**

- Research and keep up-to-date with thought leadership advancements and trends, and use this to ensure that innovative and effective brand solutions are developed.
- Research markets using primary and secondary methods to ensure content is relevant, timely, forward-looking and addresses the key challenges faced by our global audiences
- Develop a deep understanding of London Business School and its competitor offerings and use this knowledge to inform innovative and high-impact brand solutions.

## **Collaboration**

- Joined-up thinking and collaboration with the Head of Thought Leadership & Research Amplification and the Senior Editor is key, alongside the Events and Creative and Content Teams to ensure high quality and premium thought leadership events and other content is delivered.
- Represent the team to faculty, alumni, colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate for best brand outcomes.

## **KPIs:**

- Design and delivery of high-quality thought leadership events, podcasts, videos and other supporting content, campaigns and initiatives.
- Secure participation in thought leadership initiatives from target speakers and contributors to build engagement and enhance the School's reputation.
- Effective faculty and contributor liaison.
- Contribute to the development of thought leadership policies and processes.
- Contribution to increased engagement levels through events, campaigns and editorial/brand initiatives.
- Projects/campaigns delivered on time, on budget and to quality standards.
- Contribution to innovation within own area.
- Production of high-quality reports.
- High-quality work delivered by third-party contractors and agencies.

## **Knowledge/Qualifications/Skills/Experience required**

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Experience of researching, planning and developing high quality, brand-led thought leadership content and events.
- Experience of developing effective ongoing relationships with high profile speakers and contributors.
- Up-to-date knowledge of and keen interest in, business issues and the global business landscape.
- Ability to develop and pitch ideas, gaining buy in from stakeholders.
- Excellent communication skills with the ability to engage a variety of audiences.
- Excellent writing skills.
- Excellent organisational skills and the ability to manage and build trust with multiple internal and external stakeholders.
- Excellent project management skills.
- Knowledge of business education and competitor organisations a plus
- Experience of leading/playing a part in innovative projects, campaigns or initiatives.
- Experience of managing contractors and/or agencies.

#### Resources including team management

This role reports into the Executive Director, Customer Strategy & Experience.

<b>Staff</b>	n/a
<b>Budgets</b>	n/a
<b>Date Updated</b>	04 02 25