

JOB DESCRIPTION

Job Title	Marketing Automation Lead, CRM (Aware to Admit)		
Reports to	Head of Digital Engagement		
Department	Brand & Marketing		
Job Family	Business Services	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 custom 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 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 Marketing Automation Lead is responsible for the design, configuration and establishment of the School's marketing automation capability in collaboration with our delivery partner Deloitte, as part of the Aware to Admit CRM transformation.

The role is focused on setting up the foundations for scalable, compliant and effective automated communications within Salesforce Marketing Cloud, including journey design, templates, automation patterns and operating models. Working closely with the CRM Product Owner, Technical Lead and BAU Marketing and Communications teams, the postholder will ensure marketing automation is embedded as a sustainable capability that can be confidently owned and evolved by the School post go-live.

A core responsibility of this role is to champion a customer-first mindset, ensuring that every journey, template and automation reflects best-practice principles for putting the customer at the heart of experience design.

This is a delivery-phase role with a strong emphasis on design, enablement and handover, rather than ongoing campaign execution.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Marketing Automation Design & Setup

- Lead the design and initial configuration of Salesforce Marketing Cloud to support the Aware to Admit transformation, ensuring all solutions prioritise customer needs and experience.
- Identify and prioritise high-value opportunities to automate customer communications across the "Aware to Admit" lifecycle, with a "One LBS" approach where possible.
- Design scalable automation patterns for key scenarios (e.g. enquiries, application milestones, offers, onboarding), ensuring consistency and reuse.
- Define content structures, templates and modular components to enable efficient creation and reuse of communications.

Journey, Template & Content Framework Design

- Design end-to-end customer journeys that support a consistent, personalised and data-driven customer experience, ensuring every step is aligned to customer needs, motivations and expectations..
- Establish templates, naming conventions and design standards for emails, landing pages and automated communications.
- Work with Brand, Marketing and Communication colleagues (across both the B&M department and wider School) to ensure all templates align with brand, accessibility and tone-of-voice standards.
- Ensure designs balance personalisation with maintainability and operational simplicity.

Stakeholder Collaboration & Discovery

- Work closely with BAU Marketing and Communications teams across the School to understand current practices, pain points and opportunities for automation.
- Engage wider customer-facing business stakeholders to identify where automated communications can improve experience, clarity and efficiency.

- Act as a translator between business needs and marketing automation capability, advising teams on best-practice customer-first design principles and shaping realistic and scalable solutions.
- Manage expectations by clearly distinguishing between what will be delivered during the transformation phase and what will be future enhancements.

Delivery Support & Configuration

- Collaborate with the Core Project Team (including delivery partner Deloitte) to support the build and configuration of marketing automation journeys and templates.
- Review and assure marketing automation designs to ensure quality, consistency and alignment with agreed standards.
- Support testing, data readiness and journey validation in collaboration with the Salesforce Technical Lead and Test Manager.
- Resolve design-level issues and dependencies that could impact delivery timelines or quality.

BAU Enablement & Handover

- Define the future-state operating model for marketing automation, including roles, responsibilities and handover points.
- Create documentation, templates and playbooks to support BAU teams in operating and evolving marketing automation post go-live.
- Support knowledge transfer and capability uplift for BAU Marketing, Communications and support teams.
- Ensure the School exits the transformation with confidence, capability and clear ownership needed to design and evolve customer-centric marketing automation.

Governance, Compliance & Quality

- Ensure all marketing automation designs comply with data protection, consent, accessibility and ethical standards.
- Embed governance into templates and automation patterns to protect customer trust and brand reputation.
- Work with Legal, Data Protection and Technology teams to address compliance and risk considerations.
- Ensure appropriate auditability and traceability of automated communications.

KPIs for the Marketing Automation Lead:

- Delivery of a robust, scalable marketing automation foundation within the Aware to Admit programme.
- Defined and implemented automation templates, journey patterns and standards adopted by BAU teams.
- Number and quality of automated communication opportunities identified and enabled during the transformation phase.
- Positive feedback from BAU Marketing and Communication teams on usability and readiness for handover.
- Successful knowledge transfer and documentation completed ahead of programme close.
- Compliance with data protection, consent and brand governance standards.

- Minimal reliance on external marketing automation specialists post go-live.

Knowledge/Qualifications/Skills/Experience required

Essential

- Strong hands-on experience with marketing automation platforms (Salesforce Marketing Cloud preferred).
- Proven experience designing and setting up automation capabilities during CRM or digital transformations.
- Experience creating reusable templates, journey patterns and operating models.
- Demonstrated ability to apply best-practice user-centric and data-driven design principles to improve customer experience across complex, multi-step journeys.
- Strong stakeholder engagement skills across marketing, communications and customer-facing teams.
- Ability to balance ambition with pragmatism in time-bound transformation programmes.

Desirable

- Experience working in large, complex or highly governed organisations.
- Salesforce Marketing Cloud certifications.
- Experience supporting knowledge transfer and BAU transition.

Resources including team management

Staff: N/A

Budget: N/A

Date updated: 19 January 2026