

JOB DESCRIPTION

Job Title	Head of Editorial Planning		
Reports to	Chief Engagement Officer		
Department	Engagement		
Job Family	Business Services	Level	5

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 purpose of the Engagement department is to develop a deep understanding of our community and enable LBS to offer experiences that attract, inspire and connect on our journey together

It includes our Advancement, Brand and Marketing and Communications and Events functions, which are responsible for engaging our audiences throughout their LBS journey and promoting a culture of philanthropy to amplify the School's impact.

LBS has over a hundred faculty, conducting world-class research in accounting, economics, finance, management science, marketing, organisational behavior, strategy and entrepreneurship. We have four research institutes focusing on thought-leadership and impact, and a vibrant network of student and alumni clubs.

Together, they generate a remarkable flow of high-quality content and activity for our global community of more than 50,000 current students and alumni. Our task is to ensure we channel this activity into purposeful engagement that supports the School's purpose and goals.

Job Purpose

The Head of Editorial Planning is a new role within the Engagement department's Communications and Events function. The purpose of the role is to develop and agree a School-wide Editorial Plan with an Editorial Board including key internal stakeholders, and then plan and coordinate activity that supports the plan. The aim is to join up the School's most relevant, high-potential and/or scalable activity and content) to achieve the impacts we seek.

The role will do this by leading a transparent and inclusive planning process to agree how the department's available resources can support a coherent programme of content, events and engagement activity based upon the agreed plan. This will support the customer journey and stronger and deeper connection with the LBS community. The planning process will include inputs from content and channel owners, including student club leaders, as well as from the project leads for flagship events (such as anniversaries; fundraising campaigns and other significant milestone celebrations).

The planning process will ensure that activity generators of content and events across the School take into account audience insights. It will work closely and collaboratively with the strategy owners for thought-leadership and research amplification, content (including impact stories and experience content), communications (media, internal and external stakeholders) and alumni engagement, recognizing their individual remits and identifying opportunities for an optimised and coherent engagement activity schedule.

The role will be responsible for governance of editorial decision-making pertaining to the School-wide Editorial Plan, and the effective operation of an Editorial Board including senior leaders from our main business units. The Board will agree an annual plan for engaging audiences anchored in customer understanding and insight. This will include the capacity to respond to external events (economic shock, wars etc..) with relevant activity and amplification of the LBS faculty's research.

As part of operating the Editorial Board, the role will be responsible for running an Editorial Planning Group comprising content and channel leads and colleagues from our business units. This group will manage week-to-week planning and resourcing decisions in line with the strategy.

The role has responsibility for managing the team that delivers flagship events at LBS and provides support and expertise to event organisers across the School. The Events team has six members, with the Head of Events reporting to the Head of Editorial Planning. The role is supported by a Communications & Editorial Coordinator which has dotted line to the Head of Editorial Planning.

The Head of Editorial Planning will also be responsible for coordinating the Dean's participation at flagship events. The role will also assist the Chief Engagement Officer in supporting the Dean's engagement with senior external stakeholders.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Implement a joined-up content, events and audience engagement governance process with customer insight at the heart.

- Develop and secure approval for an annual School-wide Editorial Plan that takes into account the needs of individual business units, faculty and the strategic engagement objectives of the School.
- Lead execution of the Editorial Plan through an Editorial Planning Group and the development and management of an effective planning process.
- Incorporate audience insight into planning and decision-making.
- Coordinate the development and use of a system of evaluation metrics and KPIS to assess editorial performance against the strategy.

Stakeholder Management

- Lead engagement with internal and external stakeholders at senior levels and operate good governance processes to ensure transparent, timely, collective decision-making.
- Manage relationships with key internal LBS stakeholders contributing to the editorial planning process, including business unit leaders and faculty.
- Coordinate the Dean's strategic involvement with flagship events, including with VIP attendees, to optimise use of his time.
- Assist the Chief Engagement Officer in supporting the Dean's engagement with senior external stakeholders e.g. government.
- Coordinate creative, content and event delivery leaders in the Engagement department in relation to editorial planning and delivery of the strategy.
- Manage the team delivering flagship events commissioned by stakeholders across the School.

Departmental & School Leadership

- Understand and advocate for the School's Five-Year Plan, promote leadership behaviours and accept collective responsibility for the success of the plan.
- Sponsor, take responsibility for and support 5YP initiatives as required.
- Support delivery of the School's strategic objectives with the Editorial Plan,
- Support the achievement of School-wide engagement targets and initiatives.
- Develop and lead the execution of strategic projects, campaigns and/or initiatives and plans to promote the School's reputation, research, and teaching
- Embrace and advocate for the School's behaviours, Living our Purpose, Delivering Excellence, Continuously Learning and Collaborating Together.

Performance

- In partnership with the Chief Engagement Officer, develop a set of KPIS for this new role based on effective delivery of the Editorial Plan, timely and effective operation of decision-making and planning processes, stakeholder satisfaction and community engagement activity.
- Work to the performance and budgetary objectives set for the Engagement department, supporting colleagues and teams to achieve their objectives and ensuring resources are aligned and appropriately deployed.
- Anticipate and identify potential business risks and oversee risk management, compliance and governance, with particular regard to reputational risk.
- Ensure that resources are appropriately deployed and ensure that financial targets are met.
- Manage the delivery of flagship events in line with KPIS and managing budget's accordingly.
- Ensure that the delivery of the editorial plan is aligned to School objectives e.g. rankings, Campaign & sustainability (23/24)

Commented [LS1]: How might we expect this role to play a role in School rankings?

Commented [MF2R1]: Choice of content and activity to promote. This should be a general responsibility for all our leaders.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- Experience of leading engagement with internal and external stakeholders at senior levels in a complex or high-profile organisation
- Experience of operating good governance processes to ensure transparent, timely, collective decision-making.
- A good understanding of content, event delivery and audience insight.
- Experience of leading delivery within a complex organisation with multiple competing demands.
- Experience of managing Community Engagement activity is desirable.
- Experience of managing reputational risk.
- Strong influencing and stakeholder management skills, able to influence other senior leaders.
- Strong collaborative skills and the ability to facilitate collective decision-making and mobilise support for implementation of decisions.
- An understanding of business education and the relevant external environment (legislative, regulatory, reputation) is desirable
- Experience of leading organisation-wide change programmes is desirable.
- Significant people management experience with experience of leading a multi-disciplined workforce.

KPIs:

- Development, buy-in and execution of an Editorial Plan to support the delivery of London Business School objectives.
- Work closely with the Head of Customer Insight and Content Leads to make understanding of audiences central to decision-making.
- Connection of content and event generators with channel owners and other contributors to the editorial planning process.
- Timely and effective processes and collective decision-making.
- Quality inputs into management decision-making.
- Continual innovation in School-wide /departmental improvements.
- High level of performance generating excellent stakeholder feedback.
- Effective management of direct team resource and performance Effective risk-management of the LBS brand and reputation.
- Implementation of School-wide standards, policies and processes.
- Development and achievement of KPIs that promote high-quality service delivery across the department.

Resources including team management

- Management of the Head of Events who manages the Events Delivery team (total 6 employees)
- Matrixed management of Editorial Planning Group including tasking in support of the editorial strategy

Staff	6
Budgets	tbc
Date Updated	2209