

JOB DESCRIPTION

Job Title	Social Media Manager		
Reports to	Head of Social Media		
Department	Brand & Marketing		
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 Brand and Marketing department is responsible for developing and delivering the School's marketing strategy through a combination of multi-channel content and campaign management on web, social media and in print.

Job Purpose

Our English-language social channels reach over one million followers around the world. They are vital in elevating the LBS brand through marquee campaigns, thought leadership content and faculty research; and in building and maintaining strong, engaged relationships with Degree Education and Executive Education prospects, our student and alumni bodies, and the broader business community.

As the Social Media Manager, you will lead the scheduling and delivery of premium, social-first content across LinkedIn, Twitter, Facebook and Instagram.

This will entail working closely with our various marketing and communications teams (Degree Education, Executive Education, PR, Events, Thought Leadership) to help

them articulate their needs, shape social briefs, understand social best practice and deliver their KPIs.

You will be expected to write social post copy and help to shape creative inputs (design, photography and video) to a consistently high standard that raises the bar in the higher / further education sector and beyond; and undertake daily community management activities to nurture relationships with our social followers.

Collaboration is vital to success in this position. You will support the Head of Social Media in evolving the School's social strategy and content output, and work closely with other teams within Brand & Marketing, Communications, and the School as a whole.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Social Media Management

- Content creation: copywriting, copy editing, advising on creative briefs
- Content delivery: ensuring that social creative assets are produced on time and to the expected standard; are optimised for social channels and on-brand both in terms of creative execution and tone of voice
- Community management: closely monitoring School social channels; responding appropriately to comments and questions, sharing others' content and encouraging conversation with followers
- Paid media: this role acts a 'bridge' between paid and owned social activity – it is pivotal in aligning the two through creative insight, content development and delivery
- Performance reporting: identifying, downloading and filtering the most appropriate data from native or other platforms and assisting the Head of Social in performance analysis, report narrative and learnings / recommendations for future activity
- Social trends: keeping up-to-date with social / digital media trends and ensuring that these are used – where appropriate – to inform our social practices and content outputs
- Meetings: attending all regular team, department and School meetings that are necessary in the effective planning and execution of our social media activities

Others

- Product knowledge: build and maintain a thorough understanding of London Business School's offerings, with an understanding of what differentiates the School from competitors, for use in the development of brand content
- Process improvement: monitor processes, systems and practices within your 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
- Change management: champion change by role modelling the behaviour expected from all colleagues, and follow through on new activities or actions brought about change to help support its successful implementation

KPIs:

- Production of high-quality social content that fully supports the School's marketing and communication objectives and its social strategy
- Achievement of consistent community growth in line with annual KPIs; and achievement of engagement rates at or above our benchmarks
- Contributions to meetings, brainstorm, process reviews and operational improvements
- Development of relationships within and outside the department
- Positive feedback from colleagues and line manager
- Compliance with processes, procedures and standards

Knowledge/Qualifications/Skills/Experience required

- Proven track record of social media management in a brand, agency, educational, cultural, or not-for-profit environment
- Experience managing social media accounts / channels with diverse B2B / B2C audiences
- A deep understanding of key social media channels, the role they play in the marketing mix and the ways in which they are used – especially Facebook, Instagram, LinkedIn and Twitter
- A thorough working knowledge of paid social media and experience with Facebook Business Manager / Ads Manager, LinkedIn Campaign Manager and Twitter Ads
- A thorough working knowledge of social media analytics, for example Facebook Insights and LinkedIn Analytics
- Experience with a social media management platform such as Hootsuite, Buffer, Falcon or Sprout
- The ability to prioritise tasks, manage deadlines, adapt to changing priorities, and balance short-term needs with long-term strategies in a fast-paced environment
- The ability to work both autonomously and as part of a team – and maintain excellent relationships across the organisation
- Experience with Google Analytics and social listening platforms (e.g. Brandwatch, Pulsar, Sysomos) are desirable though not essential
- Excellent written English and the ability to adapt tone to suit audience and channel
- Strong communications skills and the ability to develop and manage multiple harmonious working relationships
- Highly organised and methodical, with an eye for detail
- An interest in modern business practice and in the trends and issues affecting it

The benefits we offer

As an employee at London Business School you will enjoy a generous holiday entitlement, on-site swimming pool, sauna and gym, automatic enrolment to the Universities Superannuation Scheme (a defined benefit workplace pension scheme) and various other benefits. There is also a wide range of professional development opportunities to support your career path.

Staff	
Budgets	
Date Updated	29 June 2022