

JOB DESCRIPTION

Job Title	Senior PR Manager		
Reports to	Head of Communications		
Department	Marketing & Communications		
Job Family	Brand	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 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.

Job Purpose

The Communications Team at LBS is the custodian of the School's reputation. Based out of London and Dubai, the team works across the broad spectrum of communications. From media relations, content development, messaging and partnership development, the communications function is a strategic imperative for the high performance and growth of the School. It works to create alignment and assist the leadership of the School to make informed decisions.

The role of the Senior PR Manager will be to serve as the custodian of the London Business School brand and reputation across the globe but with a particular focus on the UK.

The purpose of this role is to increase London Business School's share of voice with respect to chosen issues and themes, across the UK market and to strengthen the reputation of the School as a key player with target audience groups.

The role of the Senior PR Manager is a part-time role, working three days a week.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Plan and implement scopes of work which amplify accounting and finance faculty research and thought leadership in top tier and relevant specialist media.
- Work in collaboration with the Executive Education marketing and leadership team on strategy to raise the profile of the offering where appropriate and ensure plans are aligned to wider departmental strategy and overall School goals.
- Act as a key business partner for stakeholders to build relationships, understand their needs and develop brand solutions that deliver impact.
- The development of key strategic partnerships for LBS, which will serve to raise the influence and profile of the School.
- Contribute to the development of Key Performance Indicators to support the assessment of the quality and impact of Public Relations campaigns and initiatives.
- Use specialist knowledge to segment audiences, enabling the targeting of campaigns/initiatives to maximum impact and return on investment.

Brand Management

- The Senior PR Manager will be a trusted advisor on all matters related to communications and external engagement for the following stakeholders within the School:
- Executive Education, with a strong focus on developing relationships with the leadership team
- Accounting faculty
- Finance faculty
- AQR Asset Management Institute and Private Equity
- The Senior PR Manager will also work, in close partnership with the Head of Communications and Director, Communications & Events, on developing strategic partnerships for the School.
- Act as a key liaison for internal customers and stakeholders to build relationships, understand their needs and develop brand solutions that deliver impact.
- Use expert knowledge to segment audiences, enabling the targeting of campaigns/initiatives to maximum impact and return on investment.

Project/Campaign Management

- With support from the Head of Communications, the Senior PR Manager will lead on the delivery of a portfolio of projects and campaigns in own area of specialism, or act as an expert resource in a work stream in a large/complex project to ensure successful delivery within budget and to quality standards and targets.

Analysis and Reporting

- Manage or commission data collation and analysis, probe and use findings to develop further insights to inform decisions on future brand initiatives.
- Liaise across the team to prepare complex reports to inform review, planning and decision-making.

Product/Proposition/Technical Knowledge

- Develop strong relationships with key journalists (e.g. financial) that are relevant to the above mentioned subject areas and institutes
- Ensure continuous stewardship of media relationships for the School
- Research and keep up-to-date with industry advancements and trends and use these to ensure that innovative and effective brand solutions are developed.
- Develop deep understanding of London Business School and competitor offerings and use this knowledge to inform innovative and high-impact brand solutions.

Supplier/Contractor Management

- Monitor the quality of work delivered by third-party suppliers and agencies against service level agreements to ensure it is to the required standard, and provide feedback on performance to management. Take any necessary action based on feedback and escalate issue resolution when required.

Collaboration

- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate for best brand outcomes.

Financial Management

- May carry responsibility for a specific budget, fulfilling financial management requirements and ensuring the cost-effective use of financial resources within budget.

People Management

- *There will be no people management responsibilities in this role.*

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.

KPIs:

- Design and delivery of high-quality brand content, materials and/or campaigns.
- Contribution to the development of policies and processes.
- Contribution to increased engagement levels through campaigns or initiatives.
- Projects/campaigns delivered on time, on budget and to quality standards.
- Contribution to innovation within own area.

- Production of high-quality reports, with complex analysis to support management decision-making.
- High-quality work delivered by third-party contractors and agencies.
- Strong cross-team working relationships developed with key stakeholders.
- Improvements in commercial performance for the team or department

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Excellent communication skills with the ability to engage a variety of audiences.
- Excellent organisational skills and the ability to manage multiple internal and external stakeholders.
- Up-to-date knowledge of industry and technological advancements.
- Knowledge of business education and competitor organisations.
- Experience of leading/playing a part in innovative projects, campaigns or initiatives.
- Experience of managing contractors and/or agencies.
Financial management experience and commercial acumen.

Resources including team management

N/A

Staff	N/A
Budgets	N/A
Date Updated	04/08/21