JOB DESCRIPTION

Job Title	Web Content Editor		
Reports to	Senior Website Manager		
Department	Brand & Marketing		
Job Family	Brand	Level	2

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 Web Content Editors are responsible for the day-to-day maintenance of content on the School's external facing websites.

A subject matter expert for our content management system, this role works closely with colleagues inside and outside of the department across a range of web projects to implement content changes to ensure accuracy, consistency and quality at all stages.

The Web Content Editor will make web updates, build and publish web pages, audit and update existing content and monitor website performance against set objectives/KPIs.

This role will support the wider department and business through a range of tasks that will ensure that the School's online presence delivers against audience engagement, advocacy and acquisition goals.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Brand Support

- Develop standard brand materials or support the professional in-house production of more complex brand materials to help promote London Business School.

Administration

- Complete tasks in accordance with defined policies and procedures to ensure that a consistent, world-class service is provided to all clients and stakeholders.
- Co-ordinate team calendars and meetings to support efficient and effective team working.

Customer Service

- Respond to standard enquiries promptly ensuring that queries are addressed or escalated as appropriate to enable effective resolution.

Project/Campaign Co-ordination

- Book services of internal suppliers/ resources (e.g. audio visual, catering, etc.) to support the smooth running of projects and/or campaigns.

- Provide support (e.g. research, external benchmarking) to small projects to support project planning and implementation; sometimes taking the lead on defined project activities.

Analysis and Reporting

- Collate information to produce regular standardised management reports to support decision making within the department.
- Conduct market research tasks (e.g. competitor analysis), and process findings to support senior colleagues in the identification of patterns and trends.

Collaboration and Support

- Provide support to colleagues within and outside the team as and when opportunities arise, to promote collaborative working across the School.
- Act as a point of referral for less experienced colleagues to help resolve issues within the team.

Financial Management

- Accurately process invoices and input financial data into systems to support the tracking of team/department budgets.

Process Improvement

- Proactively review relevant processes and systems within own area of work and make suggestions to improve efficiency and effectiveness.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, act in a resilient manner when responding to change, and proactively look for opportunities to support change to help embed it in the team and/or department.

KPIs:

- Web content is accurately edited, published and maintained in a timely manner.
- Effective diary management.
- Timely response to and resolution of enquiries, requests and issues.
- Positive feedback from project, campaign and events managers.
- Accuracy and integrity of data in business systems.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Compliance with processes, procedures and standards.
- Contributions to process reviews and operational improvements.

Knowledge/Qualifications/Skills/Experience required

- Experience of using CMS systems to upload and publish online content (Experience of using Contentful or Sitecore a bonus)
- Hard-working, committed and able to adapt and thrive in a fast-paced environment
- Good communication skills and the ability to address a variety of stakeholders
- Proactive approach to relationship development with colleagues and stakeholders
- Attention to detail is absolutely essential

- Fluent written and spoken English - This is not a content creation role though an excellent grasp of written English is required in order to identify errors and maintain quality
- Photoshop to basic level (desired)
- Intermediate HTML/CSS knowledge (desired)
- Experience using Google Analytics (desired)
- Knowledge of SEO principles and best practice (desired)

Resources including team management

No line management responsibilities currently planned for this role.

Staff	N/A
Budgets	N/A
Date Updated	12/09/2023