

# JOB DESCRIPTION

<b>Job Title</b>	<b>Director, Corporate Community</b>		
<b>Reports to</b>	<b>Executive Director, Sales &amp; Client Relations</b>		
<b>Department</b>	<b>Executive Education</b>		
<b>Job Family</b>	<b>Relationship</b>	<b>Level</b>	<b>5</b>

## 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 Executive Education department designs and delivers an extensive portfolio of blended open enrolment programmes and custom programmes in online, in person and hybrid formats for ambitious corporations who are transforming their business and investing in their people. Annually, over 10,000 participants attend executive programmes that are taught by many of the world's leading business thinkers. The Executive Education department generates a significant proportion of London Business School's revenues and is central to the School's strategy.

## Job Purpose

The Director, Corporate Community is responsible for engaging and nurturing the community of global corporations that partner with Executive Education and London Business School.

The role owns the partnership model and value proposition for the community, ensuring it meets the audience's needs, is flexible, adds value, and creates stronger engagement and mutually beneficial collaboration between corporations and the School.

Given the multiple corporate relationships held in Executive Education and across different departments, the role will include building and nurturing strong internal and

external relationships at senior levels. The Director will bring a commercial mindset, creativity, agility and collaboration to build a successful, diverse and vibrant community of corporations.

## **Key Areas of Accountability and Key Performance Indicators (KPIs)**

### **Key areas of accountability:**

#### **Strategy and Planning**

- Contribute to Executive Education's development of a vision, strategy and plan to enable the realisation of the London Business School vision.
- Develop an offering and value proposition for the LBS corporate community, and oversee its implementation to ensure delivery against agreed revenue and/or engagement targets.
- Lead the development of Key Performance Indicators to support the assessment of the strength/quality of the offering and the impact of related engagements.

#### **Relationship Management**

- Lead the identification, development, and management of a portfolio of existing corporate relationships related to the corporate community offering, and develop new, strategically important relationships to ensure London Business School has a network of substantial, profitable and enduring relationships.
- Work collaboratively across Executive Education and School departments to build stronger relationships with colleagues and corporations.
- Oversee the development and co-ordination of proposals, leading where appropriate to maximise the School's likelihood of winning.
- Drive a world-class service for the LBS corporate community, regularly reviewing quality to ensure service meets clients and/or stakeholder needs, and alignment with London Business School goals.
- Anticipate and react to complex client/stakeholder issues, resolving when they occur to instil confidence in all stakeholders to ensure that the service provided meets standard expected by London Business School.
- Utilise expertise and insight to create opportunities and lead the development of initiatives or solutions, ensuring that London Business School's offerings to clients and stakeholders remain market leading.

#### **Product/Proposition/Technical Knowledge**

- Keep up-to-date with industry and technological advancements and trends and use these to ensure the corporate community offering is innovative, relevant and valuable.
- Keep up-to-date and apply deep and broad understanding of London Business School and competitor offering, wider trends and innovations and client/stakeholder needs and interests.

#### **Analysis and Reporting**

- Analyse existing and commission new reports and wider data sets to establish themes and trends and use this insight to inform decision making regarding corporates and the corporate offering.
- Own the pipeline for the offering, ensuring that forecasting is accurate, and new opportunities are continually developed.

**Commercial**

- Lead the negotiation of contracts and agreements with corporates and stakeholders to secure the best possible commercial outcome for the School.
- Use your understanding of global corporation needs and the School's offering and financial targets to ensure appropriate terms are offered and can be delivered.
- Achieve or exceed revenue and quality targets and contribute towards those of colleagues.

**Communications**

- Lead the development and delivery of communications to the corporate community and all stakeholders, promoting a holistic approach to drive revenue generation, inspire and increase engagement.

**Project Management**

- Provide subject matter expertise to projects to support their successful delivery.

**Recruitment**

- Lead, where necessary, the identification, engagement oversight, and conversion of a strong network of stakeholders who are aligned and support the School in achieving its strategic objectives and values.

**Collaboration and Stakeholder Management**

- Build relationships with and influence multiple stakeholders across the School, to help smooth decision making and provide a seamless, world-class client or stakeholder experience.
- Take the lead on and/or represent Executive Education in cross-departmental initiatives to enable London Business School to better meet its strategic goals.

**Financial Management**

- Contribute to the development of budgets for Executive Education.
- Lead the control of relevant budgets to ensure well planned, value for money and cost control.

**Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, develop and communicate plans to ensure change is successfully implemented within own division/ department.

**KPIs:**

- Well defined, clearly communicated and executed strategies and/or plans for area of work.
- Trusted adviser relationships developed with clients and stakeholders.
- Excellent client and stakeholder feedback.
- Revenue, engagement and/or quality targets met or exceeded.
- Robust customer satisfaction framework in place.
- Development and delivery of market leading solutions and initiatives.
- Smooth operation of reporting cycle in own area producing highly-accurate data which informs decision-making.
- Contribution to cross-School initiatives.
- High-quality work delivered by contractors and agencies.

- Accurate budgets developed, no overspend and value for money demonstrated.
- Contribution to continuous improvement in School rankings.

#### Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Excellent communication skills and the ability to develop and maintain corporate relationships at senior levels.
- Highly skilled in negotiation, networking, and influencing.
- Experience of consultative sales and developing solutions for clients.
- Ability to manage multiple internal and external stakeholders and to operate effectively with senior leaders.
- Experience of key account management and developing client relationships.
- Extensive awareness of the activities of the organisation and competitor schools.
- Ability to scan the horizon, identify industry best practice and translate this into future planning for own area of specialism.
- Proven financial management skills and experience of budget management.

#### Resources including team management

To be defined

<b>Staff</b>	N/A
<b>Budgets</b>	To be defined
<b>Date Updated</b>	5 <sup>th</sup> March 2023