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| **Job Title** | **Senior Marketing Manager (Degree Education)** | | |
| **Reports to** | **Head of Marketing (Degree Education)** | | |
| **Department** | **Brand & Marketing** | | |
| **Job Family** | **Brand** | **Level** | **4** |

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| **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. 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 55,000 alumni, from over 160 countries, which provide a wealth of knowledge, business experience and worldwide networking opportunities. Our 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. |

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| **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. |

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| **Job Purpose** |
| As Senior Marketing Manager (reporting to the Head of Marketing, DE), you will own the planning, development and reporting of priority marketing campaigns targeting prospective students of the degree programmes. You will work with the Head of Marketing (DE) to allocate resource to all related projects within the team and closely support junior members on the implementation and execution of their projects.  You will contribute to development of the marketing strategy and annual planning process for the audience segments. You will collaborate closely with colleagues across the Brand & Marketing Department, including in-house Brand, Communications, Events, Paid Media, Web and Social Media Teams, to implement innovative and effective campaigns which bring our brand to life and generate engagement with our Degree Education programmes.  You will collaborate closely with stakeholders to achieve joint goals and objectives, attending regular stakeholder meetings and immersing yourself within the product portfolios and audiences. You will manage key stakeholders at your level (4) but also liaise with more senior stakeholders as and when required for example on high priority projects that you may lead.  You will be the Brand & Marketing lead at pipeline meetings, providing B&M performance analysis to stakeholder groups, along with recommendations. You will also be responsible for leading on detailed analysis and interrogation of activity performance to assess the success of content, campaigns and initiatives against key performance indicators and overall departmental objectives, ensuring that findings feed into continuous improvement. |

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| **Key Areas of accountability and Key Performance Indicators (KPIs)** |
| **Key areas of accountability:**  **Strategy and Planning**   * Contribute to the development of strategy for the area, ensuring that plans are aligned to wider departmental strategy and overall School vision. * Contribute to the development of broader operational plans, manage operational plans in own area and enable successful implementation by prioritising and aligning planned activities. * Contribute to the development of Key Performance Indicators to support the assessment of the quality and impact of brand content, campaigns and initiatives.   **Brand Management**   * Use specialist knowledge to design or procure the design of complex brand content/materials to be used in projects, campaigns, events and/or other initiatives, ensuring it meets and exceeds customer requirements. * Collaborate with contractors and agencies, with an understanding of when to bring in external expertise, to support in-house capability in the design of brand content/materials or the development of campaigns/initiatives. * Review content developed in-house or by agencies against internal quality assurance processes to ensure it meets brand guidelines. * 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. * Act as a trusted advisor to stakeholders, providing challenge where necessary to co-create solutions that meet and exceed their needs.   **Project/Campaign Management**   * Lead on the delivery of a portfolio of projects and campaigns in own area of specialism, or act as an expert resource to or manage a work stream in a large/complex project, managing in-house and agency resources to ensure successful delivery within budget and to quality standards and targets. * Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery. * Work closely with colleagues to develop school priority brand campaigns and to ensure that DE is represented accurately. * Work closely with the CRM Marketing Manager to deliver nurture strategy for purchased data and account management of provider of purchased data.   **Analysis and Reporting**   * Liaise across the team to prepare complex reports to inform review, planning and decision-making. * Lead evaluation activity to assess the success of content, campaigns and initiatives against key performance indicators and overall departmental objectives, and ensure that findings feed into continuous improvement. * Benchmark Brand content, campaigns and initiatives to ensure quality and performance is measured against our competitors. * Lead on use of CRM and data manipulation to support deep analysis and interrogation of hypotheses and insights * Work closely with the Head of Analytics to develop and optimise robust reporting tools and dashboards and to provide specific data to identify learnings and market trends. Use findings to develop further insights to inform decisions on future brand initiatives * Train and support other immediate team members in the use of analytics tools * Act as key point of contact within Brand & Marketing for stakeholders to provide performance indicators across activity including web traffic, PIs, campaigns, individual projects and to identify trends. * Responsible for delivery of campaign wrap up presentations, working with relevant partners and agencies and ensuring learnings are taken forward in future activity.   **Product/Proposition/Technical Knowledge**   * Research and keep up-to-date with industry and technological 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**   * Manage 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. * Manage where appropriate, the tendering process to select contracts for the delivery of services, and provide ongoing oversight to and engagement with large suppliers/contractors to ensure the School gets maximum value for money.   **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. * Work with the Head of Marketing (DE) to allocate resource to all related projects within the team and closely support junior members on the implementation and execution of their projects.   **Financial Management**   * Manage and take responsibility for specific budgets, fulfilling financial management requirements and ensuring the cost-effective use of financial resources within budget. * Lead on quarterly and annual budget forecasting for relevant cost centres. * Support on the development of bid requests and annual budget planning.   **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. * Trusted adviser relationships developed with internal customers and stakeholders. * Excellent feedback from stakeholders. * 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. * Accurate budgets developed, no overspend and value for money demonstrated. * 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 |

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| **Knowledge/Qualifications/Skills/Experience required** |
| **Required**   * 5+ years of marketing experience with a minimum of 3 years experience at manager level. * Bachelor’s degree or equivalent experience. * Experience developing, implementing and measuring multi-channel marketing campaigns and activities to deliver business targets. * Experience leading complex projects from briefing to execution with both creative and media agency partners. * Excellent interpersonal and influencing skills, with the ability to build and maintain effective working relationships with colleagues and stakeholders at every level * Strong organisational and planning skills with the ability to work under tight deadlines and to effectively manage multiple projects simultaneously. * Up-to-date knowledge of industry and technological advancements. * Confident in ability to analyse and interrogate the performance of content, campaigns, and initiatives, using insights to fuel smarter strategies and continuous improvement. * Experience of leading innovative projects, campaigns or initiatives. * Experience of managing contractors and/or agencies. * Financial management experience and commercial acumen.   **Preferred**   * Professional qualification or equivalent experience (CIM preferred). * Knowledge of business education and competitor organisations. |

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| **Staff** | **n/a** |
| **Budgets** | **n/a** |
| **Date Updated** | **30.04.25** |