

JOB DESCRIPTION

Job Title	Head of Marketing B&M, Advancement		
Reports to	Chief Marketing & Creative Officer B&M		
Department	Brand and Marketing		
Job Family	Brand	Level	5

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 School works 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 & 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.

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.

The Brand & Marketing team at London Business School is part of the Engagement department whose purpose is *to develop a deep understanding of our community and enable LBS to offer experiences that attract, inspire and connect on our journey together*. Our Engagement functions, Advancement, Brand and Marketing and Communications, are together responsible for engaging our audiences throughout their LBS journey.

By integrating the creation and distribution of content, coordination and planning of events and the use of audience insight, we ensure that LBS is best placed to raise funds, build revenues and achieve a profound impact.

Job Purpose

To be the trusted Brand & Marketing (B&M) business partner for Advancement, leading on the Advancement marketing & communications strategy and overseeing its implementation to support the delivery of Advancement's KPIs, while ensuring that all activity aligns to the LBS brand.

This role brings creative communications expertise to alumni and donor engagement activities - creating and leading the delivery of exceptional contact and content plans and events, that build and maintain 'pride and belonging', high levels of active connection and participation with the School, and which encourage alumni advocacy.

Exceptional relationship management skills are required to effectively collaborate with teams both within Advancement and the wider School. Being able to influence and to present conceptual ideas and channel recommendations with clarity and cohesiveness is critical.

The ideal candidate will have a depth of fundraising expertise and have worked in a similar industry.

This role reports into the Chief Marketing & Creative Officer and is a key member of their Direct Reports Team, being required to actively lead and participate in departmental-wide activities, Townhalls, Learning & development initiatives and other duties that may be required in support of the wider B&M team.

Key areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

- Partner with Advancement's Senior Strategic Communications Manager to define the marketing and communications strategy for Advancement, in line with both the Advancement business strategy and wider brand engagement strategy.
- Ensure the activity arising from the strategy delivers to the individual teams needs within Advancement (Campaign, alumni engagement, giving and stewardship), whilst at the same time ensuring works towards the success of our 5-year fundraising campaign, Forever Forward.
- Partner with channel managers in B&M (events; social; web) to develop plans that work in synergy with wider School activity and contribute to delivering a joined-up School approach – ensuring 'one voice' from the School to our alumni/donor community.
- Drive and protect the quality of creative output, ensuring all content and collateral does service to the brand.
- Work in partnership with Advancement team to deliver marketing and communications collateral supporting activities such as events, appeals, donor pitches, alumni engagement comms, in line with agreed annual plan.
- Continually review performance and impact of B&M deliverables to optimise them throughout delivery, maximising their effectiveness and ensuring learnings are continuously looped back for future optimisation.
- Align on new opportunities to support as they may arise, ensuring all activity remains in service of the broader plan and focus on key activities is maintained.
- Ensure a very clear and precise way of working that fosters a collaborative spirit and builds the confidence of both the Advancement and B&M teams.
- Identify and pull-in other B&M specialists as needed, to optimise the activity for Advancement and in synergy with the rest of School e.g Thought-leadership, student experience stories, Scholar profiles, alumni impact stories and experiences.

Leadership and team working:

- Lead and manage the Bi-Weekly Project Status Meetings – including being responsible for action follow-up and correct governance
- Ability to manage up and to manage the project delivery requirements across the B&M functions.
- Collaboration with the communications team in Advancement to ensure that all social media and email content is aligned with the broader Advancement and marketing communications strategy.
- Work effectively with internal and external resource to ensure that plans are fully supported.
- Regular attendance at Advancement departmental meetings, hot-desking and working with senior team to plan comms strategy and activity.
- Build and maintain a thorough understanding of London Business School's peers and their approach to alumni engagement that may inform how we could refresh our approach
- Collaborate closely with team members, specifically those across other School departments, sharing intelligence, identifying new opportunities and efficiencies.
- Work with the Dean's Office as required, supporting senior communication to the alumni audience.

- Be the Advancement and alumni advocate within B&M, ensuring any developing plans and activities have considered this audience, where relevant and appropriate.

Analysis and Reporting

- Create and maintain monitoring mechanisms to record and track engagement levels, response rates and achievement of key performance indicator targets.
- Conduct market research/data analysis, obtaining information from a broad range of sources, to identify trends, provide insight and suggest action to develop the School's reputation.
- Liaise across the B&M team to prepare reports to inform review, planning and decision-making.

Budgeting & Forecasting

- Set and manage annual budget, ensuring all projects are delivered on time and within the allocated budget.
- Provide analysis and detail for quarterly forecasting in line with departmental requirements.

Line Management

- Be an active and inspiring role model
- Manage with compassion, consideration and effectiveness, providing the appropriate level of support
- Prioritising Enabling Performance and Enabling Growth conversations with direct reports to enhance role satisfaction and performance.

RESOURCE MANAGEMENT

Key projects that this role will be required to partner on:

- Forever//Forward - £200m fundraising campaign
- Reunion
- Reunion for New Alumni (RN4A)
- Worldwide Alumni Celebration (WAC)
- Annual fundraising activity
- Impact report/donor stewardship
- Manage internal and external suppliers including on boarding of new suppliers in line with procurement processes.
- Direct line management for one Marketing Executive.

Staff	Positions/Skills/Experience required	
Budgets	by or working towards, a relevant specialist qualification.	
Date Updated	May 2022	
	<ul style="list-style-type: none"> • Outstanding relationship building skills at all levels • Experience of delivering successful content marketing projects and campaigns across paid and owned channels • Strong experience in digital marketing • Strategic planning skills • Experience in fundraising/alumni relations • Extensive project management experience • Leadership, influencing and negotiating skills • Ability to identify, analyse and effectively use marketing information • Experience in allocating, managing and controlling budgets 	