

# JOB DESCRIPTION

<b>Job Title</b>	<b>Marketing Manager, Open Programmes</b>		
<b>Reports to</b>	<b>Associate Director of Marketing, Exec Ed</b>		
<b>Department</b>	<b>Marketing and Communications</b>		
<b>Job Family</b>	<b>Brand</b>	<b>Level</b>	<b>4</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

Our Vision is to deliver outstanding marketing and communications activities that build London Business School into the most relevant and engaging global business school for our key audiences throughout their learning journey.

The department is responsible for developing and delivering the School's marketing and communications strategy through a combination of campaign management, brand and corporate communications.

In addition, the Marketing and Communications department will support the School's strategic priorities:

- Elevate the London Business School brand
- Harness the power of digital
- Liaise regularly with key contacts in the Marketing and Sales Teams to agree campaign priorities and KPIs, and identify cross-sell/upsell opportunities.
- Increase London Business School's' relevance globally
- Shift gear on inclusion

## Job Purpose

As a key member of the Marketing and Communications department, the post-holder will be responsible for the planning, delivery and analysis of marketing campaigns to generate leads for our Executive Education Open Enrolment and Online programmes. You will immerse yourself in the product portfolio and audiences, and be the expert on our offering as a world-class Executive Education provider. You'll also play a key role in building awareness and reach for our Executive Education brand globally.

You will work with the Associate Director, Executive Education Marketing to input into the Executive Education Marketing Strategy, and you will take ownership of the operational delivery of this strategy across your allocated portfolio of Open Enrolment and Online programmes.

You will collaborate closely with colleagues across the Marketing and Communications Department, including in-house Content, Design, Brand, Communications, Events, Paid Media, Web and Social Media Teams, to create marketing campaigns and assets which bring our brand to life and generate engagement with our Executive Education programmes.

You will also work closely with stakeholders in the Open Programmes Sales Team to achieve joint **goals and objectives**, including co-leading monthly team meetings and day-to-day liaison on marketing and sales activities.

## Key Areas of accountability and Key Performance Indicators (KPIs)

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

#### **Strategy and Planning**

- Lead on the delivery of the Executive Education Marketing Strategy for your allocated portfolio of Open and Online programmes, including developing an annual marketing plan.
- Combine in-depth product knowledge with marketing expertise to plan effective and engaging brand awareness and lead gen campaigns, including the development of marketing assets and collateral, the planning and scheduling of communications, paid media, events and social campaigns, and the implementation of KPIs to measure success.
- Develop strategies and tactics to reach and engage with the variety of specialist audiences for your allocated programmes portfolio, working closely with paid media and creative experts to plan campaigns which resonate with each specific audience.
- Work closely with other members of the Executive Education Marketing Team, as well as the Open Programmes Sales Team, to plan marketing activities and campaigns with a collaborative approach to meet joint objectives and targets.
- Take full responsibility to plan and manage an annual marketing budget exceeding £500k.

## **Project/Campaign Management**

- Fully own and manage marketing campaigns from end-to-end with outstanding project management and organisational skill, juggling multiple priorities and campaigns in a fast-paced environment with flexibility and agility.
- Develop all marketing campaigns with a clear understanding of the customer journey in mind, linking into lead nurture and conversion campaigns and sales tactics delivered by other colleagues.
- Be the driving force for the delivery and success of marketing campaigns and projects which bring in inputs from multiple contributors and stakeholders, including colleagues across the Marketing and Communications Department, and multiple stakeholders within the Executive Education Department.
- Develop, implement, and measure the success of high-performing multi-channel marketing campaigns which leverage our faculty's thought leadership and research insights, as well as storytelling from our participants, to showcase your portfolio of programmes and the LBS brand in the most engaging and compelling way.
- Ensure all campaigns are delivered within budget and to agreed deadlines.
- Bring impeccable attention to detail to ensure that our brand and products are represented accurately and consistently across all marketing assets and campaigns.
- Work closely with the Content Team to identify and plan relevant content and thought leadership themes which support business objectives and marketing campaigns.
- Work closely with the Paid Media Team to plan a large-scale advertising campaign to generate leads and brand awareness across your portfolio of programmes.
- Develop comprehensive briefs for the Creative Team to deliver engaging and compelling programme marketing assets, including brochures, films, podcasts, sales collateral and social media content.

## **Brand Management**

- Create and commission high quality and engaging marketing content, campaigns and events which reinforce brand positioning and key marketing messages, and bring the LBS brand to life for our audiences.
- 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.

## **Analysis and Reporting**

- Manage and commission data collation and analysis to understand the performance of marketing campaigns, report on findings, and develop insights to improve future campaigns.
- Set and proactively monitor KPIs for every marketing campaign.
- Develop insights which illustrate the value which marketing adds in the customer journey, and to business objectives and revenue targets.

- Share analysis and reporting proactively with colleagues in the Marketing Team, and stakeholders in the Open Programmes Sales Team and Executive Education Department.
- Bring analysis and insight into the development of marketing strategies and plans, working where necessary with the Market Intelligence Team.

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

- Be the expert on your portfolio of programmes within the Marketing Team, with in-depth product knowledge, a clear understanding of key marketing messages, customer benefits and USPs for every programme, and a deep understanding of the specific and specialist audiences for every programme.
- Develop a deep understanding of London Business School and competitor offerings, and use this to inform innovative and high-impact marketing campaigns.
- Bring a breadth of knowledge as a general Marketing Manager across the full mix of marketing channels and tactics, including digital marketing, content marketing, paid media and advertising, events, PR and communications, branding, design, video and audio commissioning and production, website content management and SEO, and social media.
- Writing, proofreading and editing marketing copy.

### **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.

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### **Collaboration**

- Act as 'business partner' and first point of contact within the Marketing and Communications Department for stakeholders within your product portfolio.
- Build strong and positive relationships across the Executive Education Marketing and Sales Teams, taking a collaborative, proactive and flexible approach to meet overarching business objectives.
- Understand the individual objectives and needs of key colleagues and stakeholders across the Executive Education Marketing and Sales Teams, in order to ensure own work contributes to and enhances all stages of the customer journey.
- Work seamlessly with stakeholders to develop annual marketing plans which lead to long-term revenue growth, increased customer loyalty and an improved market position.
- Lead regular stakeholder sales pipeline meetings, and work closely with Marketing and Sales Team colleagues on a daily basis, planning and reporting on marketing campaigns in a fast-paced environment.

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### **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 compelling and engaging marketing campaigns which accurately and consistently represent our products and our brand
- Contribution to business objectives and revenue targets for Executive Education programmes
- Contribution to awareness, reach and reputation of the LBS brand globally
- Flexible and agile approach to the role, able to successfully juggle multiple priorities and campaigns in a fast-paced environment
- Development of strong, positive and supportive working relationships with colleagues and stakeholders across the Marketing and Communications and Executive Education Department

### **Knowledge/Qualifications/Skills/Experience**

#### **Essential**

- Bachelor's degree or equivalent experience.
- Professional marketing qualification or equivalent experience.
- Strong organisational and planning skills with the ability to work under tight deadlines and to effectively manage multiple projects simultaneously.
- Superb interpersonal and influencing skills, with the ability to build and maintain effective working relationships with colleagues and stakeholders at every level.
- Experience of working closely with sales teams and a full knowledge of the sales funnel
- Enthusiastic, proactive, flexible and self-motivated to achieve goals and continuously improve performance.
- Experience of delivering marketing campaigns and activities to deliver business targets
- Impeccable attention to detail.
- A proven ability to set and measure against KPIs, and to analyse and effectively use marketing data and analytics.
  
- General marketing experience, including experience of:
  - Developing, implementing and measuring multi-channel marketing campaigns

- Marketing data analysis and reporting
- Budget management
- Digital marketing
- Content marketing
- Copywriting, and proofreading/editing marketing copy
- Website content management and SEO
- Social media
- Commissioning film and audio content
- Paid media and print & digital advertising
- Events
- PR and communications
- Branding

**Desirable**

Experience working within the education sector

<b>Staff</b>	<b>0</b>
<b>Budgets</b>	
<b>Date Updated</b>	<b>March 2021</b>