JOB DESCRIPTION

Job Title	**Client Director**		
Reports to	**Executive Director , Sales and Client Relations**		
Department	**Executive Education**		
Job Family	**Relationship**	**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 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

Executive Education designs and delivers impactful learning solutions for organisations, that enable their people and teams to take action, transform and grow themselves and their business. This includes an extensive portfolio of in person, blended and online programme titles delivered from our campuses in London and Dubai and customized blended programmes delivered around the world. Programmes are targeted at middle and senior executives, as well as high potential early careers and board level directors.

Executive Education has ambition growth targets in the next five years, accounting for an important proportion of the School's total revenue. It is a key part of the School's future strategic and growth plans.

Job Purpose

Operating in a matrix environment, the Client Director is responsible for building substantial, profitable, and enduring high-quality relationships with large and medium-sized companies.
They work closely with a team of expert learning specialists, account managers and faculty to secure agreements with companies to choose our learning solutions for their talent and Executive Development initiatives.
They will typically manage a client portfolio. In addition, they will lead on winning new clients, and securing new business contracts.
They are overall accountable for the success of the client relationship, as well as the profitability of solutions delivered, and for qualifying, pitching, winning, contracting, and mobilising agreed solutions with new clients.

Key Areas of accountability and Key Performance Indicators (KPIs)

Lead Existing Client Relationships

- Lead a portfolio of existing clients to ensure the development of substantial, profitable, and enduring relationships
- Define and execute strategic account development plans to expand our relationships
- Participate in the Client Team to ensure that learning is delivered to agreed budget, quality, and timeframes
- Ensure client business impact is agreed and documented for all programs
- Drive a world-class service, 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 instill confidence in all stakeholders to ensure that the service provided meets the standard expected by London Business School.
- Work closely with Marketing and Bid Team to identify and create client case studies.
- Carry out actions to support our rankings and awards activities

Win New Client Relationships

- Qualify and scope new opportunities
- Provide regular sales update reports – using SF.com
- Lead our response to proposals, working alongside exert colleagues to maximise the School's likelihood of winning.
- Responsible for the commercial strategy for any proposal in partnership with the Bid and Business Operations teams

Strategy, Plan and Win

- To engage with a portfolio of target clients, aligned to agreed Custom Solutions targets (geography and industry)
- Target clients and develop specific outreach plans to identify new business opportunities
- Contribute to the Exec Ed and Custom Solutions strategy
- Support the Go-To Market strategy for Custom by introducing new campaigns, propositions to clients and target clients
- Develop a public presence in the industry and network at a senior level.

Product/Proposition/Technical Knowledge

- Keep up to date with industry and technological advancements and trends and use these to ensure that innovative and effective client/stakeholder solutions are proposed.
- Keep up-to-date and apply a deep and broad understanding of London Business School and competitor offering wider trends and innovations and client/ stakeholder needs and interests.
- Systematically and proactively share geographical and industry insights to support the targets of the wider Custom Solutions business
- Develop knowledge of major corporate solutions in Executive Education.
- Develop a high level of competency in programme design including impact of the learning.
- Acquire expertise in specialist areas (region / industry / other) and familiarity with the key content and skills areas.

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 current/prospective client/student/stakeholder.
- Own the pipeline for an area, ensuring that forecasting is accurate, and new opportunities are continually developed.
- Ensure all client databases are up to date to support collaboration with colleagues and to provide the best service to clients.

Commercial

- Lead the negotiation of high-value, non-standard contracts and agreements with clients and stakeholders to secure the best possible commercial outcome for the School.
- Use your understanding of the client's needs and the School's offering and financial targets to ensure appropriate terms are offered and can be delivered.
- Achieve or exceed revenue targets in your own area and contribute towards those of colleagues.
- Communications
- Lead the development and delivery of communications to clients and all stakeholders, promoting a holistic approach to drive revenue generation, inspire and increase engagement.
- 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 the area/department in cross-departmental initiatives to enable London Business School to better meet its strategic goals.
- 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:

- Revenue and/or engagement targets met or exceeded.
- Quality targets met or exceeded.
- Excellent client and stakeholder feedback.
- Bid win-rate exceeds 55%.
- Well defined, clearly communicated and executed strategies and/or plans for area of work.
- Trusted adviser relationships developed with clients and stakeholders.

- 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.
- 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 client relationships at senior levels.
- Highly skilled in negotiation, networking, and influencing.
- Experience of consultative sales and developing solutions with demanding 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.
- Experience of leading a team in a senior level role.

Staff	n/a
Budgets	n/a
Date Updated	November 2023