

# JOB DESCRIPTION

<b>Job Title</b>	<b>Content Operations Lead</b>		
<b>Reports to</b>	<b>Head of Creative, Content &amp; Editorial</b>		
<b>Department</b>	<b>Brand and Marketing</b>		
<b>Job Family</b>	<b>Brand</b>	<b>Level</b>	<b>5</b>

## About the School

London Business School's academic strength and global outlook drives original and provocative business thinking. We challenge conventional wisdom, enable the transformation of careers and organisations and empower our people to change the way the world does business.

Our purpose is 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 47,000 alumni, from over 150 countries, which provide a wealth of knowledge, business experience and worldwide networking opportunities.

London Business School's 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.

## 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.

## **Job Purpose**

The Content Operations Lead is responsible for all of the workflow pertaining to creative and content development and delivery and will lead on the implementation of school-wide brand governance. They will scope, build, implement and monitor the Studio Hybrid Model that will sit at the heart of the new operating model for the department. This will include overseeing a Self-Service utility, the SLA and scope of work for Agency Content Partners and the Roster of creative service suppliers the School and the department with utilise in order to bring our content and editorial assets to completion. The Content Operations Lead will also be lead and support brand governance and compliance – ensuring that every output from across the School and from the department adheres to Brand Guidelines and represents our brand in a dynamic and meaningful way.

The position reports into the Head of Creative, Content & Editorial and collaborates with Business Partnering, Thought Leadership, Web, Paid Media, Social Media, Events Teams within then department & with Learning and Innovation and Media Services teams when required.

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

### Key areas of accountability:

#### **Workflow Planning & Management**

- Work closely with the Head of Creative, Content & Editorial and Heads' of Marketing (EE, DECC, ADV, RFO) to identify requirements for annual and quarterly planning, scoping resource and capacity requirements for assets & outputs that will be needed across the year.
- Continue to imbed and utilise the Wrike Workflow management system, driving departmental process improvements and simplification of ways of working.
- Be responsible for scoping, sourcing and implementing new software for art-working templates and tool-kits that will make-up the Self-Serve Utility.
- Be responsible for scoping, sourcing and procuring a digital studio/agency for artwork, copy, animation, video production and editing – effectively creating an outsourced studio provision.
- Line manage the Traffic Manager and oversee their workflow booking and co-ordination of tasks – ensuring they are utilizing the correct outsourced resources for the right jobs, communicating effectively with stakeholders on deadlines and timings and that they are providing best-in-class service.
- Line manage and oversee the Video & Podcast Production Manager to ensure all video/audio pre-production and production processes and delivery are well-served, efficient and of high-quality.
- Full budget responsibility for budget cost code 1327.

#### **Brand Governance**

- Line manage and oversee the Brand Governance Manager, collaborating in developing the framework and tech solutions required for branded self-serve materials as identified within the new operating model.

#### **Project Management**

- Manage and procure (when required) project managers in supporting strategic projects, campaigns and initiatives and plans that elevate the School's reputation and support our overarching strategic priorities.
- Provide project management expertise and guidance to support their successful delivery.

#### **Analysis and Reporting**

- Lead evaluation and reports across resourcing activity to assess utilisation, productivity and balance of work against key performance indicators and overall departmental objectives.
- Continually monitor and evaluate the quality and output against agreed SLA's with partners, agency's and suppliers.

**Systems Management:**

- Oversight of all systems and SaaS software licences and renewals including BrandHub, Dropbox, Shutterstock, Wrike).
- Ensure all systems are logged on the ROPA and any necessary data protections issues flagged with Brand and Marketing Data Lead.

**Process improvement:**

- Monitor processes, systems and practices within Brand and Marketing in relation to Creative, Content & Editorial workflow, plan and carry out regular reviews to identify opportunities for improvements in light of changing needs feedback and / or current best practice thinking; follow through on implementation once agreed with all stakeholders.

**KPIs:**

- Identification of technological and process improvements in identified areas
- Trusted adviser relationships developed with internal customers and stakeholders.
- Successful development and implementation of process and ways of working changes.
- High-quality services delivered by contractors and agencies.

**Knowledge/Qualifications/Skills/Experience required**

Bachelor's degree or equivalent experience.

Ability to demonstrate leadership in the project management and/or operations of creative / content resourcing and associated approvals as well as knowledge of the technical processes.

An expert leader well versed in brand operational excellence and best practice.

Experience managing a high-volume workload with multiple projects and activities happening at any given time.

Excellent communication and influencing skills, with the ability to negotiate, collaborate and influence.

Ability to scan the horizon, identify industry best practice and translate this into future planning.