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| **Job Title** | **Editorial Planning Manager** |
| **Reports to** | **Head of Editorial Planning** |
| **Department** | **Communications & Events** |
| **Job Family** |  | **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. 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.  |

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| **About the Department** |
| The purpose of the Communications and Events department is to develop a deep understanding of our community and enable LBS to offer experiences that attract, inspire and connect on our journey together. We are responsible for engaging our audiences throughout their LBS journey and promoting a culture of philanthropy to amplify the School’s impact. London Business School has over a hundred faculty, conducting world-class research in accounting, economics, finance, management science, marketing, organisational behaviour, strategy and entrepreneurship. We have four research institutes focusing on thought-leadership and impact, and a vibrant network of student and alumni clubs. Together, they generate a remarkable flow of high-quality content and activity for our global community of more than 50,000 current students and alumni. Our task is to ensure we channel this activity into purposeful engagement that supports the School’s purpose and goals. |
| **Job Purpose** |
| The Editorial Planning Manager is a key role within the Communications and Events department's Editorial Planning function. The purpose of the role is to support the Head of Editorial Planning in developing and implementing the School-wide Editorial Plan. You will play a crucial part in coordinating the planning process, managing the operational aspects of the Editorial Planning Group, and ensuring effective communication across all stakeholders.You will be responsible for the day-to-day implementation of the editorial planning process, including managing the weekly and quarterly planning meetings, maintaining the master schedule of activities, identifying opportunities, and ensuring that decisions are communicated effectively to stakeholders.A significant aspect of this role involves supporting the Events Oversight Group and coordinating event activity across the School. You will help apply the events evaluation criteria, identify opportunities for collaboration, and support the optimisation of the School's events calendar to maximise impact and resource efficiency.The role requires building strong relationships across the School to gather inputs for the planning process, coordinating with content creators and channel owners, and supporting the evaluation of opportunities against the agreed editorial principles and priorities. You will also be responsible for tracking performance metrics and producing reports for the Editorial Board and Planning Group.  |

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| **Key Areas of accountability and Key Performance Indicators (KPIs)** |
| **Editorial Planning Process*** Manage the operational aspects of the editorial planning process, including coordinating weekly and quarterly meetings, preparing agendas, and ensuring follow-up actions are completed.
* Handle initial triage of requests, gathering relevant information and appropriately filtering requests for the weekly and quarterly meetings.
* Maintain the master schedule of editorial content and events, ensuring it is up-to-date and accessible to relevant stakeholders.
* Coordinate the annual and quarterly planning process, working with departments to share their plans in a timely manner to enable the creation of the master schedule and annual plan.
* Support the continuous improvement of editorial planning processes, ensuring effective governance and maximising value from the School's content and events.

**Communications and Stakeholder Management*** Communicate decisions from the Planning Group and Board to relevant stakeholders in a clear and timely manner.
* Build and maintain relationships with key stakeholders across the School, acting as a point of contact for editorial planning queries and requests.
* Work with content creators and channel owners to ensure alignment with the Editorial Plan and priorities.
* Support the Head of Editorial Planning in preparing materials for the Editorial Board meetings.
* Liaise between the Board and Planning Group to ensure effective flow of information and decision-making.

**Analysis and Reporting*** Track and report on key performance metrics for editorial content and campaigns.
* Prepare quarterly updates for the Editorial Board, analysing performance and identifying opportunities for improvement.
* Evaluate content and event proposals against agreed criteria and prepare recommendations for the Planning Group.
* Develop insights from performance data to inform future editorial planning.
* Create and maintain dashboards to track reach, impact, volume of events, and type.

**Project Support*** Coordinate the development and implementation of the self-service toolkit for content creators and event organisers.
* Support specific editorial campaigns and projects as required, ensuring they align with the overall Editorial Plan.
* Assist with the process for urgent requests.
* Support the coordination of the Dean's participation at flagship events.
* Contribute to the continuous improvement of the editorial planning processes and systems.

**Events Management and Coordination*** Support the Events Oversight Group in reviewing event requests against School objectives and available space.
* Apply the events evaluation criteria to assess and prioritise event proposals.
* Assist in coordinating the School's events portfolio to optimise use of resources and avoid duplication.
* Help identify appropriate solutions and recommendations for event organisers.
* Develop guidance and support materials for event organisers.
* Facilitate the building of a community of event organisers across the School.
* Support flagship student events by facilitating early space bookings and resource allocation.
* Apply the editorial principles and decision-making criteria to evaluate content and event proposals.
* Work with the Editorial Planning Group to identify opportunities for cross-departmental collaboration and content amplification.
* Support the development of briefs for content creation and event delivery teams.
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| **Knowledge/Qualifications/Skills/Experience required**  |
| **Knowledge*** Understanding of editorial planning processes and best practices.
* Familiarity with stakeholder management and communication strategies.
* Knowledge of performance metrics and data analysis techniques.
* Awareness of event management principles and evaluation criteria.

**Qualifications*** Bachelor's degree in a relevant field such as Communications, Journalism, or Event Management.
* Certifications in project management or event planning may be advantageous.

**Skills*** **Organisational Skills**: Ability to manage schedules, coordinate meetings, and maintain planning processes efficiently.
* **Communication Skills**: Strong written and verbal skills to convey decisions and liaise between various groups.
* **Analytical Skills**: Proficiency in tracking performance metrics and developing insights from data.
* **Interpersonal Skills**: Capability to build relationships and act as a point of contact for stakeholders.
* **Project Management**: Skill in supporting campaigns and projects, including urgent requests.
* **Problem-Solving**: Ability to identify solutions and recommendations for event organisers.
* **Technical Skills**: Familiarity with creating dashboards and using self-service toolkits.

**Experience*** Experience in managing editorial planning processes or similar roles.
* Background in communications and stakeholder management.
* Proven track record in event management and coordination.
* Experience in analysing and reporting on performance metrics.
* Prior involvement in project support and continuous improvement initiatives.
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| **Staff** | **N/a** |
| **Budgets** | **N/a** |
| **Date Updated** | **April 2025** |