

JOB DESCRIPTION

Job Title	Internal Communications Manager		
Reports to	Senior Internal Communications Manager		
Department	Communications		
Job Family	Brand	Level	3

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

The Communications function sits within the Engagement Department (Advancement, Brand & Marketing and Communications). It is responsible for strategic communications uniting the School behind a single narrative that promotes our vision, celebrates our impact and amplifies faculty research and thought leadership content through corporate communications, brand and campaign management.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Project/Campaign Management

- Plan and deliver a range of projects/campaigns in support of the School's Five-Year strategic plan and engagement strategy.
- Produce six School Meetings per year reflecting and exploring the School's vision and strategic priorities, keeping the internal community informed, engaged and inspired.

- Create compelling content for new and existing internal communication channels, to stimulate dialogue within the organisation and encourage engagement and advocacy of our purpose and campaigns.

- Manage communications platforms creatively to support the School-wide engagement strategy and showcase the School's impact on the way the world does business and the way business impacts the world, internally within the LBS community.

- Work with the School's Technology team and other partners on a strategic initiative to scope requirements for an engagement platform that will drive awareness of and deeper engagement with, the School's goals.

- Partner with stakeholders to implement a project to reduce the number of internal platforms and retire redundant platforms.

- Implement the School's internal engagement strategy aligned with the School's purpose, strategy and goals.

Analysis and Reporting

- Continually measure and evaluate communication activity to ensure ongoing improvement.

- 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 increase internal engagement.

Product/Technical Knowledge

- Source, write and produce multi-media – including video – for distribution across a range of channels including intranet, campus plasma screens, email, digital and social media.

- Leverage and improve existing communication technologies.

- Monitor the development of new techniques, technology and trends in internal communications and use insights to suggest new ways of working to support change and transformation projects and broad staff engagement.

Collaboration

- Support the Head of Communications and Senior Internal Communications Manager with the implementation of a strategic communications and engagement strategy.

- Support the Senior Internal Communications Manager to provide internal communications support to Degree Education, Career Centre and Executive Education colleagues and the Dean's Office, as required.

- Collaborate closely with the School's Technology Team to identify a streamlining of the School's digital platforms, to plan for the decommissioning of redundant platforms and to identify requirements for a digital engagement platform that will support the School's strategic communications and engagement strategy.

- Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, identifying new opportunities and a stronger development of the brand.
- Champion transparent and two-way communication to help improve employee engagement and student satisfaction.
- Seek and share best practice.

Process Improvement

- Monitor processes, systems and practices within area of specialism, plan and carry out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practice thinking; follow through on improvement once agreed.

Knowledge/Qualifications/Skills/Experience required

- Excellent interpersonal skills
- Strong, writing, proof-reading and editing skills
- Experience of planning and delivering engaging communications events
- Ability to plan, create and curate content across digital, social and traditional channels
- Experience of managing a range of channels
- Proven experience of designing and delivering creative and compelling communications campaigns
- Significant experience of managing multiple stakeholder groups and development of audience insight to inform communications strategy
- Evidence of using measurement of communications activities to evaluate success and drive improvements
- Excellent organisation and planning skills, with the ability to manage and prioritise a varied workload while meeting deadlines.
- Excellent digital skills, including MS Office packages, and experience of working with a wide range of technological solutions, such as mass email software, intranets and enterprise social networks
- Bachelor's degree or equivalent experience.
- A relevant specialist qualification, or membership of a relevant professional body, would be advantageous
- Video-editing/production skills also desirable and an advantage.

KPIs:

- Delivery of high-quality service in own area of specialism.
- Production of high-quality content.
- Projects/campaigns delivered on time, on budget and to quality standards and targets.
- Production of high-quality reports, with the identification of trends and issues.
- Identification of technological and process improvements in own area.
- Development of relationships within and outside the team, and positive feedback from colleagues.

