

# JOB DESCRIPTION

<b>Job Title</b>	<b>Digital Communications Manager</b>		
<b>Reports to</b>	<b>Senior Engagement Lead</b>		
<b>Department</b>	<b>Recruitment &amp; Admissions</b>		
<b>Job Family</b>	<b>Relationship</b>	<b>Level</b>	<b>3</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

The vision of the Degree Education and Career Centre Department (DECC) is to create and deliver exceptional learning experiences, in support of the School's vision. Our mission is to attract, select and nurture exceptional and diverse global talent; to create and deliver world class student learning experiences and to launch graduates to become engaged alumni.

DECC is responsible for designing, promoting, recruiting for and delivering London Business School's portfolio of degree programmes. These include our flagship programme the MBA, Masters in Management (MIM), Global Masters in Management (GMIM), Masters in Financial Analysis (MFA), Masters in Analytics & Management (MAM), Master's in Finance (MiF) Part Time and Full Time, and a suite of Leadership Programmes – EMBA-Global, EMBA London, EMBA Dubai, and LBS Sloan Masters in Leadership and Strategy. The degree portfolio represents over 60% of the School's revenues. A number of programmes are ranked in the top 10 by the Financial Times.

## Job Purpose

The role of Digital Communications Manager sits within the Engagement team and part of the wider Recruitment and Admissions Department.

The key objective of the Digital Communications team is to target and nurture high-calibre prospects and convert them into strong applicants; and then using a number of keep warm engagement activities to engage them before they start their programme. We achieve this through various digital activities including high-volume content-led email campaigns to a range of segmented audiences.

As we continue to grow activities within the department, the Digital Communications Manager will support the delivery of high-quality digital communications for our portfolio of masters programmes.

Reporting to the Senior Digital Communications Manager, the post-holder will be responsible for designing and executing digital communications campaigns using a range of skills including copywriting and proofreading, campaign and content planning and segmentation.

The post holder should have strong copywriting skills, be highly customer-focused, and possess excellent interpersonal and communication skills.

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

### Key areas of accountability:

#### **Digital Communications**

- Work alongside the Senior Digital Communications Manager to execute the annual email communications strategy
- Prepare and distribute high quality, compelling, and targeted email campaigns
- Monitor, analyse and report on the performance of email campaigns against departmental KPIs and industry benchmarks and ensure campaigns meet business objectives
- Database management including segmentation of the database according to key markets and making recommendations for establishing new target groups
- Conduct regular competitor analysis on digital communications activities
- Conduct regular testing to improve email performance, including subject lines, call-to-actions, templates and copy

#### **Content and Branding**

- Produce world-class copy that effectively communicates key messages to a range of international audiences
- Support with the redesign of departmental branding including email templates, events communications and departmental presentations
- Manage the Recruitment and Admissions Blog
- Develop content briefs for new content requirements – these include campaign landing pages and student and alumni profiles

- Research content that offers insights and programme experiences beyond those already found in online and offline School literature

### **Analysis and Reporting**

- Prepare monthly reports which monitor engagement of the sales pipeline and review departmental activities.

### **Relationship Management**

- Contribute to the development of the engagement strategy and provide information to enable efficient and effective planning that meets departmental objectives.
- Utilise knowledge of stakeholder needs to produce materials, to be used to create a narrative and increase engagement.

### **Collaboration and Stakeholder Management**

- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
- Build a network of stakeholders across the School to facilitate improved communication and maintain knowledge of opportunities with clients and stakeholders across the School.

### **Process Improvement**

- Monitor business processes for own team, plan and carry out regular reviews to identify opportunities for service improvement in light of changing customer/stakeholder needs, feedback and/or current best practice thinking; follow through on improvements once agreed

### **KPIs:**

- Development of relationships with key stakeholders
- Delivery of high-quality service in own area of specialism i.e. generating appealing communications and sending campaigns in a timely manner
- Engagement targets achieved or exceeded
- Production of high-quality reports, with the identification of trends and issues.
- Projects delivered on time, and to quality standards and targets
- Identification of technological, and process advancements and innovations in own area
- Development of relationships within and outside the team, and positive feedback from colleagues

## **Knowledge, Qualifications and Skills Required**

- Experience of using Email platforms for executing email communications (MS Click Dimensions preferred)
- Experience of using CRM systems to segment, manage and manipulate large datasets (Microsoft Dynamics preferred)
- Experience of using a CMS or blog software/platform for the management of blog content (Wordpress preferred)
- Strong copywriting skills and experience
- Strong attention to detail

- Strong influencing and collaborative working style
- Knowledge of Adobe Photoshop would be advantageous
- A keen interest or knowledge of email automation and CRM best practice would be advantageous
- Excellent organisational and time management skills and the ability to manage a portfolio of programmes
- Minimum of two years' experience in a digital marketing, email marketing or communications role
- Relevant educational experience, this may be supported by a specialist qualification
- Sound understanding of the wider School's offerings and the offerings of our competitors

### Resources including team management

<b>Staff</b>	n/a
<b>Budgets</b>	n/a
<b>Date Updated</b>	29/11/2021