

JOB DESCRIPTION

Job Title	Marketing Executive B&M, Advancement		
Reports to	Associate Director B&M, Advancement		
Department	Brand and Marketing		
Job Family	Brand	Level	3

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

As Marketing Executive - Advancement, you will be a key member of the Brand & Marketing team, ensuring that we are constantly building a greater engaged alumni audience made up of brand advocates and donors and who see LBS as their lifelong learning partner.

The role will be responsible for developing, managing and delivering core projects which make up Advancement's alumni engagement, stewardship and fundraising activities.

This will involve collaborating with Advancement to define the right activities that will elicit the desired response from our audience, and to work with our marketing team members to produce the best strategic and creative solutions.

You will be confident in the writing of inspiring briefs, presenting creative to stakeholders and reporting on KPIs. You will be a brand champion, expertly bringing our brand to life in the very best ways across multiple channels from email to social, from events to content production.

The Marketing Executive will have excellent organisational skills ensuring the day to day running of the team is exemplary through items such as status reports, workflow planning, project management, timing plans and finance reporting.

Reporting into the Associate Director, you will be a self-starter, able to independently lead on their projects, providing excellent stakeholder management and proactively seeking out ways to continually add true marketing value to our Advancement colleagues.

In addition, you will support the Associate Director in promoting the LBS School Shop, requiring a creative eye to land key calendar sales moments for both the on campus and online shopper.

Key areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Brand Management

- Draft and develop brand content and materials for use in Advancement's campaigns
- Provide specialist/technical knowledge to inform the design of alumni comms, and/or the development of campaigns/ initiatives in line with best practice.
- Quality assure content developed in-house or by agencies to ensure that it meets brand guidelines.
- Develop effective relationships with stakeholders at all levels, through engagement with the Advancement strategy and the provision of day-to-day advice and specialist/technical brand services.
- Be a brand champion, sharing examples of best practice with colleagues and stakeholders, to support continuous improvement.

Project/Campaign Management

- Plan and deliver a range of straightforward projects/campaigns, and contribute to more complex projects/campaigns with guidance from more senior colleagues, to ensure delivery against project time, cost and quality standards, and targets.

Analysis and Reporting

- 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 develop the School's reputation.
- Liaise across the B&M team to prepare reports to inform review, planning and decision-making.

Product/Technical Knowledge

- Build and maintain a thorough understanding of London Business School's peers and their approach to alumni engagement that may inform how we could refresh our approach
- Monitor trends in the area of community building and use insights to suggest new ways of working to support innovation in brand development.

Collaboration

- Collaborate closely with team members, specifically those across other impact streams to enable cross-department working, sharing of intelligence, identifying new opportunities, efficiencies and a stronger development of the brand.

Financial Management

- Monitor and review financial activity for own area to ensure the accurate completion of standard financial processes within budget and the provision of up-to-date information to support decision making.

Process Improvement

- Monitor processes, systems and practices within your 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.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and follow through on new activities or actions brought about change to help support its successful implementation.

KPIs:

- Delivery of high-quality service in own area of specialism.
- Production of high-quality brand content that enhances audience engagement.
- Contribution to the overall success of Advancement
- 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.
- Development of relationships within and outside the team – seen as a positive force, as solution orientated and as a strategic and creative colleague
- Up-to-date and accurate financial information for own service area.
- Improvements to processes and procedures in own area of specialism.

Knowledge/Qualifications/Skills/Experience required

- Excellent communication skills, with the ability to engage a variety of audiences/stakeholders.
- Experience of delivering successful content marketing projects and campaigns across paid and owned channels
- Strong experience in digital marketing
- Sound understanding of the wider School's offerings and those of competitors.
- Good project management skills.
- Excellent organisational skills and meticulous attention to detail.
- Strong analytical and problem solving skills.
- Good at working under pressure in a stakeholder-facing role.
- Budget management experience

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Resources including team management
Reporting into the Associate Director – Advancement, this role has no line management responsibilities.

Staff	
Budgets	
Date Updated	November 2022

