

JOB DESCRIPTION

Job Title	Marketing Manager (Degree Education and Career Centre)		
Reports to	Head of Marketing (Degree Education and Career Centre)		
Department	Brand & Marketing		
Job Family	Brand	Level	4

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 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 Manager within the DECC Marketing team, you will support the planning and own the development and reporting of marketing campaigns targeting prospective participants of our degree programmes. You will also work on developing marketing plans and campaigns for Career Centre to target and retain corporate recruiters.

Reporting to the Head of Marketing (Degree Education and Career Centre), you will contribute to the development of the marketing strategy for the aforementioned audience segments. The execution of the strategy will be achieved in collaboration with the Senior Marketing Manager, Marketing Executive and other colleagues, utilising innovative and effective campaigns to reach identified target markets.

You will collaborate closely with stakeholders to achieve joint goals and objectives, attending regular stakeholder meetings and immersing yourself within the product portfolios and audiences. You will manage stakeholders at your level and also liaise with more senior stakeholders as and when required for example, on high priority projects that you may lead. You will support the Head of Marketing and Senior Marketing Manager at monthly pipeline meetings, representing Brand and Marketing to the wider School.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Contribute to the development of strategy for the area, ensuring that plans are aligned to wider departmental strategy and overall School vision.
- Contribute to the development of broader operational plans, manage operational plans in own area and enable successful implementation by prioritising and aligning planned activities.
- Contribute to the development of Key Performance Indicators to support the assessment of the quality and impact of brand content, campaigns and initiatives.

Brand Management

- Use specialist knowledge to design or procure the design of complex brand content/materials to be used in projects, campaigns, events and/or other initiatives, ensuring it meets and exceeds customer requirements.
- Collaborate with contractors and agencies, with an understanding of when to bring in external expertise, to support in-house capability in

the design of brand content/materials or the development of campaigns/initiatives.

- Review content developed in-house or by agencies against internal quality assurance processes to ensure it meets brand guidelines.
- Act as a key liaison for internal customers and stakeholders to build relationships, understand their needs and develop brand solutions that deliver impact.
- Use expert knowledge to segment audiences, enabling the targeting of campaigns/initiatives to maximum impact and return on investment.
- Act as a trusted advisor to stakeholders, providing challenge where necessary to co-create solutions that meet and exceed their needs.

Project/Campaign Management

- Construct comprehensive briefs to feed into the in-house Content team and/or external agencies, to deliver campaigns and collateral on target, within budget and to defined KPIs
- Lead on the delivery of a portfolio of projects and campaigns in own area of specialism, or act as an expert resource to or manage a work stream in a large/complex project, managing in-house and agency resources to ensure successful delivery within budget and to quality standards and targets.
- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.

Analysis and Reporting

- Work with relevant business roles (Senior Marketing Manager, Paid Media Manager, Marketing Analyst) to collate relevant reporting to assess the success of content, campaigns and initiatives against key performance indicators and overall departmental objectives, and ensure that findings feed into continuous improvement.
- Benchmark Brand content, campaigns and initiatives to ensure quality and performance is measured against our competitors.
- Responsible for delivery of campaign wrap up presentations, working with relevant partners and agencies and ensuring learnings are taken forward in future activity.

Product/Proposition/Technical Knowledge

- Research and keep up-to-date with industry and technological advancements and trends and use these to ensure that innovative and effective brand solutions are developed.
- Develop deep understanding of London Business School and competitor offerings and use this knowledge to inform innovative and high-impact brand solutions.

Supplier/Contractor Management

- Manage the quality of work delivered by third-party suppliers and agencies against service level agreements to ensure it is to the required standard, and provide feedback on performance to management. Take any necessary action based on feedback and escalate issue resolution when required.

Collaboration

- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate for best brand outcomes.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation

KPIs:

- Design and delivery of high-quality brand content, materials and/or campaigns.
- Trusted adviser relationships developed with internal customers and stakeholders.
- Excellent feedback from stakeholders.
- Contribution to the development of policies and processes.
- Contribution to increased engagement levels through campaigns or initiatives.
- Projects/campaigns delivered on time, on budget and to quality standards.
- Contribution to innovation within own area.
- Mentoring more junior members of the department
- Comprehensive performance reporting on activity
- High-quality work delivered by third-party contractors and agencies.
- Improvements in commercial performance for the team or department.

Knowledge/Qualifications/Skills/Experience required

Required

- Proven experience in a stakeholder facing Marketing role.
- Bachelor's degree or equivalent experience.
- Excellent communication skills with the ability to engage a variety of audiences.
- Excellent organisational skills and the ability to manage multiple internal and external stakeholders.
- Excellent attention to detail
- Up-to-date knowledge of industry and technological advancements.
- Knowledge of business education and competitor organisations.
- Experience of leading/contributing to innovative projects, campaigns or initiatives.
- Experience of managing contractors and/or agencies.
- Financial management experience and commercial acumen.

Preferred

- Professional qualification or equivalent experience (CIM preferred)

Staff	n/a
Budgets	n/a
Date Updated	27.07.22