

# JOB DESCRIPTION

<b>Job Title</b>	<b>Business Development Manager – Online Courses</b>		
<b>Reports to</b>	<b>Director Online Learning and Academic Services</b>		
<b>Department</b>	<b>Digital Learning</b>		
<b>Job Family</b>	<b>Relationship</b>	<b>Level</b>	<b>4</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

Digital Learning has a school-wide responsibility for the strategic direction, implementation and delivery of the digital learning portfolio, education technology roadmap and the school's library strategy. We are also responsible for generating revenue from the online portfolio. We deliver value to the school and its mission by leading and driving the following areas:

### Curation

Enable effective curation of the school's acquired and created learning resources and provide streamlined access, ensuring compliance with legal and regulatory guidance.

### Digital Product Portfolio

1. Grow the LBS (London Business School) online portfolio generating revenue from B2C, re-enforce the brand, and support LBS Executive Education to be a leading global digital executive learning provider.

2. Experiment with and explore new content, technologies, and trends to future proof our portfolio to deliver value and improvement to the digital learning experience.
3. Manage digital resource priorities for internal clients such as Advancement, Degree Programmes and Careers Centre, that can be reused across our learning experiences.

### **Research Amplification**

Amplify the visibility of the school's research through effective management of research systems, data and processes that underpin the school's research lifecycle.

### **Services, Technology and Systems**

Deliver services, systems and a technology portfolio that will:

1. Meet the needs of the school and departmental strategies.
2. Ensure availability of data for inclusion in the LBS Data Warehouse.
3. Meets the needs of our students, participants, and alumni

### **Job Purpose**

The Client Relationship Manager is responsible for driving sales of online programmes contributing profitable revenue growth through B2C and B2B relationships. They are responsible for conversion of B2C clients as well as developing nurturing and growing B2B relationships with corporations.

The role will consist of day-to-day customer contact, picking up leads from the pipeline, working through participants' requirements, and processing applications. You will also be responsible for sales reporting and forecasting as well as inputting into the marketing activity to support the course pipeline.

### **Key Areas of accountability and Key Performance Indicators (KPIs)**

Key areas of accountability:

Relationship Management

- Build and develop lasting relationships with current and prospective clients and stakeholders to meet revenue/engagement targets and establish new long-term opportunities.
- Work with clients and stakeholders to develop solutions that best meet their needs.
- Ensure relevant materials and resources are used to target client or stakeholder needs and to further develop current or prospective relationships.
- Proactively utilise relationship management skills and London Business School knowledge to make connections and spot opportunities to achieve and exceed revenue or engagement targets.
- Investigate and assess complex issues raised by clients or stakeholders and employ established techniques to resolve the issue and maintain/ improve relationships.
- Manage prospective and/or current students/clients/stakeholders through the sales/conversion/engagement pipeline, tracking progress to ensure objectives are met.

Analysis and Reporting

- Use systems and data to track sales/conversion/engagement levels and use this information to make decisions regarding current and planned initiatives.
- Identify trends with prospective clients or stakeholders, provide insight and suggest action to develop the school's relationships.
- Liaise across the team to prepare complex reports to inform review, planning and decision-making. Communications
- Create and deliver presentations to targeted audiences, responding to their questions and issues to support the achievement of the school's strategic objectives.

#### 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 client/stakeholder solutions are proposed.
- Develop deep understanding of London Business School and competitor offering and use this knowledge to inform innovative and high-impact client/stakeholder proposals.

#### 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. Commercial
- Negotiate contracts and agreements to secure the best possible commercial outcome for the School.

#### KPIs:

- Identify and build new client relationships
- Achieve and exceed revenue targets
- Nurture existing clients and execute a business development plan with the objective of developing business
- Partner closely with internal and external cross-functional teams to guide the direction of our product offerings.
- Ensure the highest levels of service is provided to our existing client base.
- Raise our profile in the marketplace by participating in seminars and client functions as required and keep up to date with industry changes in the UK and elsewhere as they relate to our activities and to our clients' needs.
- Contribution to improvement in performance for the team or department.

### **Knowledge/Qualifications/Skills/Experience required**

- Ability to convert expression of interest into commitment and sales
- Excellent communication skills with the ability to engage a variety of audiences.
- Bachelor's degree or equivalent experience.
- Excellent analytical and problem-solving skills.
- Ability to manage multiple internal and external stakeholders
- Ability to prioritise and focus on material issues.
- In-depth knowledge of business education/specialist area.
- Experience of leading projects.
- Experience in effectively managing external suppliers/contractors.
- Financial management experience and commercial acumen.

<b>Resources including team management</b>
n/a

<b>Staff</b>	n/a
<b>Budgets</b>	n/a
<b>Date Updated</b>	15/12/2022