

# JOB DESCRIPTION

<b>Job Title</b>	<b>Digital Learning Manager</b>		
<b>Reports to</b>	<b>Director, Digital Product Development</b>		
<b>Department</b>	<b>Digital Learning</b>		
<b>Job Family</b>	<b>Learning – Design Focus</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 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**

***Evolve our digital learning portfolio and grow our online products and services to support Executive Education, Degree Education, Careers and Advancement. Experiment with and explore new content, technologies, and trends to future proof our portfolio to deliver value and improvement to the digital learning experience.***

- Partner with EE, DECC, Advancement, and Faculty to enhance digital learning in our programmes
- Integrate the online learning portfolio into DL product management, design and development processes
- Shape and implement the lifelong career and online learning offering for alumni
- Manage project related budgets and responsibility for maximising cost-effectiveness
- Horizon scanning and experimentation with new digital content, technologies to drive the innovation curve for all digital learning experiences
- Sets the standards and guardrails for product development good practice within the department
- Manage large/complex projects within budget, to quality standards and targets, demonstrating value and within set timescales
- Partner with business stakeholders for realisation of benefits
- Demonstrate usage and ROI for existing content and interactive technology e.g. Attensi, Playposit, Forio, Rise, LearnBrix, Mentimeter, Mural, Storytagger etc.

### **Key Relationships:**

- Digital Learning partner teams - Customer Engagement, Amplify research, and Online Portfolio.
- Support services - Finance, Marketing Technology, Systems and Data
- Business Stakeholders - Advancement, Career Centre, Degree Education, Executive Education
- External Associations and industry bodies to support latest trends and good practice.

### **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 goals.
- Contribute to the development of broader operational plans and manage operational plans in own area.

- Contribute to the development of Key Performance Indicators to support the assessment of the quality and impact of learning interventions.

### **Learning Design and Delivery**

- Lead on the design of a portfolio of learning programmes in own area of specialism, or act as an expert resource/work stream lead to a large/complex project to ensure successful learning outcomes within budget and to quality standards and targets.
- Lead activities to understand and assess learning needs, ensuring that findings are communicated effectively to relevant stakeholders and inform the design of learning interventions.
- Research and keep up-to-date with advancements within own field to ensure that leading thinking and technologies inform learning design.
- Design learning solutions and materials, in line with London Business School and wider learning best practices, that enable a high-impact learner experience.
- Collaborate with stakeholders and contractors as required to integrate new learning solutions as appropriate to maximise learning impact.
- May partner with business development colleagues to understand learning needs and lead the design of high-impact learning proposals that meet current and/or prospective client/participant/stakeholder needs.

### **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 learning solutions are developed.
- Develop deep understanding of London Business School and competitor offerings and use this knowledge to inform innovative and high-impact learning solutions.

### **Impact Assessment**

- Manage or commission data collation and analysis, probe and use findings to develop further insights to inform decisions on future learning solutions.
- Develop design recommendations to inform the continuous improvement of learning activities and ensure that London Business School continues to operate as a world leader in business education.

### **Supplier/Contractor Management**

- Monitor 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 and Relationship Management**

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

### **Financial Management**

- May carry responsibility for a specific budget, fulfilling financial management requirements and ensuring the cost-effective use of financial resources within budget.

### **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:**

- Delivery of high-quality service in own area of specialism.
- Quality of recommendations and input into wider strategic and operational planning.
- Development of solutions and improvements to complex problems within own area of specialism.
- Production of high-quality reports, with complex analysis to support management decision-making.
- Contribution to the successful delivery of learning initiatives.
- Effective resource management and quality/timeliness of support provided to faculty/colleagues.
- High-quality work delivered by third-party contractors and agencies.
- Projects/products delivered on time, on budget and to quality standards.
- Strong cross team working relationships with key stakeholders.
- Positive feedback from colleagues and stakeholders.
- Regular and consistent horizon scanning and understanding of trends to drive engagement with relevant and appropriate learning technologies to support the LBS learning experience
- Collaborative approach to governance of design, development and delivery of digital learning products across EE, DE advancement and Career Centre
- Creation of high-quality digital learning products within budget allocation and defined outcomes
- Robust, quality data output to measure digital learning experience
- Successfully demonstrate curation of all digital learning products

## Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Excellent communication skills with the ability to engage a variety of audiences.
- Significant project/programme management experience with advanced planning skills.
- Excellent analytical and problem solving skills.
- Ability to manage multiple internal and external stakeholders.
- Ability to prioritise and focus on material issues.
- Successful experience managing, developing & motivating a team.
- In-depth knowledge of business education/specialist area.
- Experience in effectively managing external suppliers/contractors.
- Financial management experience and commercial acumen.

<b>Staff</b>	
<b>Budgets</b>	
<b>Date Updated</b>	