

# JOB DESCRIPTION

<b>Job Title</b>	<b>Marketing Manager, CRM and Digital Communications</b>		
<b>Reports to</b>	<b>Associate Director of Marketing – Executive Education</b>		
<b>Department</b>	<b>Marketing and Communications</b>		
<b>Job Family</b>	<b>Brand</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

Our Vision is to deliver outstanding marketing and communications activities that build London Business School into the most relevant and engaging global business school for our key audiences throughout their learning journey.

The department is responsible for developing and delivering the School's marketing and communications strategy through a combination of campaign management, brand and corporate communications.

In addition, the Marketing and Communications department will support the School's strategic priorities:

- Elevate the London Business School brand
- Harness the power of digital
- Liaise regularly with key contacts in the Marketing and Sales Teams to agree campaign priorities and KPIs, and identify cross-sell/upsell opportunities.
- Increase London Business School's' relevance globally

- Shift gear on inclusion

## Job Purpose

As a key member of the Marketing and Communications department, the post-holder will be responsible for enabling the Marketing & Communications department to harness email marketing to drive lead engagement, nurture and conversion objectives across London Business School's portfolio of Executive Education programmes. You will:

- Provide support to the Executive Education Marketing and Sales Teams in meeting participant and revenue targets across the Executive Education programmes portfolio
- Design, deliver and optimise the performance of email marketing communications to support the Marketing and Sales Teams' objectives across the B2C and B2B markets for Executive Education
- Harness our CRM system (Microsoft Dynamics) to convert leads into applications, working closely with the Sales Team.

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

### Key areas of accountability:

#### **Strategy and Planning**

- Oversee the design, delivery and optimisation of a large portfolio of email marketing campaigns to support Executive Education Marketing and Sales objectives, including lead engagement, nurture and conversion.
- Lead on developing and implementing automated nurture email campaigns to increase lead engagement and conversion.
- Plan and manage an email schedule to ensure emails are designed, built and analysed as per the agreed process, and are deployed on schedule.
- Work closely with technical CRM specialists to input business needs into long-term development of CRM systems.

#### **Project/Campaign Management**

- Build and send emails, ensuring that they are fully tested and function correctly across all major email clients.
- Present weekly reports tracking email campaign performance against agreed KPIs, and take a proactive approach to optimising campaign performance over time.
- Assist the Executive Education Marketing team adding leads correctly into CRM using a list load template.

## **Brand Management**

- Create and commission high quality and engaging email content to reinforce brand positioning and key marketing messages, including regularly producing written copy and sourcing relevant thought leadership content with a clear understanding of target audiences.
- Collaborate with in-house creative teams and external 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.

## **Analysis and Reporting**

- Manage or commission data collation and analysis, probe and use findings to develop further insights to inform decisions on future optimisation and initiatives.
- Liaise across the team to prepare complex reports to inform review, planning and decision-making.
- Develop insights that illustrate the contribution email communications is making towards achieving business 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 brand solutions are developed.
- Develop deep understanding of London Business School and competitor offerings and use this knowledge to inform innovative and high-impact campaign solutions.
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## **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.
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## **Collaboration**

- Build strong relationships across the Executive Education Marketing and Sales Teams, taking a collaborative, proactive and flexible approach to meet overarching business objectives.
- Understand the individual objectives and needs of key colleagues and stakeholders across the Executive Education Marketing and Sales Teams, in order to ensure own work contributes to and enhances all stages of the customer journey.

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## **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 email content, materials and/or campaigns.
- 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.
- Production of high-quality reports, with complex analysis to support management decision-making.
- High-quality work delivered by third-party contractors and agencies.
- Strong cross-team working relationships developed with key stakeholders.
- Improvements in commercial performance for the team or department

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

### **Essential**

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Excellent communication skills with the ability to engage a variety of audiences and produce outstanding written copy.
- An in-depth knowledge of CRM systems (preferably Microsoft Dynamics).
- Superb interpersonal and influencing skills. Ability to build and maintain effective working relationships within the team, across the department and throughout the organisation.
- Enthusiastic and self-motivated to achieve goals.
- Strong organisational and planning skills with the ability to work under tight deadlines and to effectively manage multiple projects simultaneously
- Up-to-date knowledge of industry and technological advancements in email communications.
- Strong quantitative, analytical and data manipulation skills.
- An eye for good design and the ability to create appealing images and gifs in Photoshop
- Impeccable attention to detail.
- Extensive email marketing experience, including experience of:
  - Creating mobile-friendly email templates
  - Using drag and drop template editors and editing HTML code
  - Segmentation and querying CRM platforms to build target lists
  - Tracking, analysing and reporting on email performance
  - Continuously enhancing email performance
  - A/B testing
  - A comprehensive understanding of email best practice and concepts and metrics such as sender score, deliverability, and sender reputation.

- Ability to work with internal designers and copywriters to ensure the assets created are optimised for email.
- Basic HTML skills.