

JOB DESCRIPTION

Job Title	Marketing Lead, Research Institutes and Centres		
Reports to	Director of Strategy & Thought Leadership		
Department	Marketing & Communications		
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 Marketing and Communications department is responsible for developing and delivering the School's marketing and communications strategy through a combination of corporate communications, brand, content and campaign management.

Job Purpose

London Business School's six Research Institutes and Centres are key to the School's world-class academic excellence. They span a range of areas, including: asset management, corporate governance, innovation and entrepreneurship, leadership, private equity and business and development.

The Marketing Lead, Research Institutes and Centres, will be the primary Marketing & Communications business partner for Institutes and Centres for all integrated strategic marketing and communications requirements.

They will partner with Institutes and Centre teams on strategic planning and implementation of all marketing-related activities, including brand, web, content, social media and events.

Working in partnership with senior faculty and leadership in Institutes and Centres and within marketing, they will lead projects and ensure support and involvement from the right specialists across the Marketing & Communications team.

They will be an excellent relationship manager, who thrives on building successful relationships with stakeholder; have a strong understanding of brand and marketing management and be passionate about creating compelling thought-leadership content that builds engagement.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Contribute to the development of a vision/strategy for Research institutes and Centres to enable the realisation of the London Business School vision.
- Develop and lead the implementation of plans for Research Institutes and Centres to support the achievement of wider departmental/organisational goals.
- Lead the development of key performance indicators to enable the assessment of the quality and impact of brand content, campaigns and initiatives.

Brand Management

- Lead the design and delivery of high-impact projects, campaigns and/ or initiatives, ensuring that content/ materials used in projects are of a consistently high standard, adhere to the London Business School brand and external compliance requirements.
- Lead and quality-assure the drafting of key brand policy documents to ensure full compliance to London Business School's rules and regulations, and brand guidelines.
- Act as a trusted advisor to stakeholders, providing challenge where necessary to co-create solutions that meet and exceed their needs.

- Collaborate with peers to ensure that audiences are appropriately segmented and targeted in campaigns and initiatives so that the right messages get to the right people and deliver the best result.

Project/Campaign Management

- Develop and lead the execution of strategic projects, campaigns and/or initiatives and plans to promote the School's reputation, research, and teaching.
- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.

Analysis and Reporting

- Lead evaluation activity 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.

Collaboration

- Build a network of customers and senior stakeholders to develop an understanding of their needs to identify where Brand services can be adapted to better meet and exceed their requirements.
- Take the lead on and/or represent the area/department in cross-departmental initiatives to enable London Business School to better meet its strategic goals.

Financial Management

- Contribute to the development of budgets for the department.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, develop and communicate plans to ensure change is successfully implemented within own division/ department.

KPIs:

- Well defined, clearly communicated and executed strategies and/or plans for area of work.
- Trusted adviser relationships developed with internal customers and stakeholders.
- Excellent feedback from stakeholders.
- Creation of engaging content and materials.
- Successful development and implementation of strategic campaigns and initiatives.
- Development of Key Performance Indicators developed for an area of work.
- High-quality work delivered by contractors and agencies.
- Contribution to cross-School initiatives.
- Projects delivered on time, on budget and to quality standards.
- Accurate budgets developed, no overspend and value for money demonstrated.
- Contribution to continuous improvement in School rankings.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Excellent communicating and influencing skills, with the ability to negotiate, collaborate and influence.
- Experience of managing multiple key internal and external stakeholders at all levels.
- Experience of leading a portfolio of projects, campaigns or initiatives.
- Extensive awareness of the activities of the organisation and competitor business schools.
- Ability to scan the horizon, identify industry best practice and translate this into future planning for own area of specialism.
- Proven financial management skills and strong commercial acumen.
Broad understanding of each of London Business School's activities and offerings

Resources including team management

Staff	None
Budgets	
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