

# JOB DESCRIPTION

Job Title	Senior Marketing Manager (Degree Education and Career Centre)		
Reports to	Associate Director, 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 Engagement department takes the lead in enabling London Business School to fulfil its purpose and its vision – an engaged community walking the learning journey together. It includes our Advancement, Brand and Marketing and Communications functions, which are responsible for engaging our audiences throughout their LBS journey - from prospective students through to alumni and donors - and building the LBS brand and reputation.

The purpose of the department is to develop a deep understanding of our community and enable LBS to offer experiences that attract, engage, inspire and connect on our journey together

The School has over a hundred faculty, conducting world-class research, and generating a remarkable flow of high-quality content and activity for our community. More than 2000 students graduate from LBS each year and become members of a global network of + 50,000 ambitious business leaders, amplifying our profound impact.

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 Senior Marketing Manager within the DECC Marketing team, you will own the planning, development and reporting of marketing campaigns targeting prospective participants of the 12 degree programme formats. 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 audience segments. As part of the business partnering team you will work closely with peers at similar level 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 key stakeholders at your level (4) but also liaise with more senior stakeholders as and when required for example on high priority projects that you may lead.

You will be the Brand & Marketing lead at monthly pipeline meetings, providing B&M, performance analysis, along with recommendations.

## 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**

- 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.
- Work closely with the Head of Content and Thought Leadership to develop school priority brand campaigns and to ensure that DECC is represented accurately.
- Work closely with the CRM Marketing Manager to deliver nurture strategy for purchased data and account management of provider of purchased data.

### **Analysis and Reporting**

- Liaise across the team to prepare complex reports to inform review, planning and decision-making.
- 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.
- Lead on use of CRM and data manipulation to support deep analysis and interrogation of hypotheses and insights
- Work closely with the Analytics Associate Director to develop and optimise robust reporting tools and dashboards and to provide specific data to identify learnings and market trends
- Train and support other immediate team members in the use of analytics tools
- Act as key point of contact within Brand & Marketing for stakeholders to provide performance indicators across activity including web traffic, PIs, campaigns, individual projects and to identify trends.
- 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.
- Manage where appropriate, the tendering process to select contracts for the delivery of services, and provide ongoing oversight to and engagement with large suppliers/contractors to ensure the School gets maximum value for money.

### **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.

### **Financial Management**

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

- Lead on quarterly and annual budget forecasting for relevant cost centres in support of the Director of Marketing & Business Planning. Support on the development of bid requests and annual budget planning.

### 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.

### Knowledge/Qualifications/Skills/Experience required

- Accurate budgets developed, no overspend and value for money demonstrated.
- Minimum 2/3 years marketing experience at Marketing Manager level
- Contribution to innovation within own area
- Bachelor's degree or equivalent experience.
- Production of high-quality reports, with complex analysis to support management decision-making
- Professional qualification or equivalent experience.
- Excellent communication skills with the ability to engage a variety of audiences.
- High-quality work delivered by third-party contractors and agencies.
- Excellent organisational skills and the ability to manage multiple internal and external stakeholders.
- Strong cross-team working relationships developed with key stakeholders.
- Improvements in commercial performance for the team or department
- Up-to-date knowledge of industry and technological advancements.
- Knowledge of business education and competitor organisations.
- Experience of leading/playing a part in innovative projects, campaigns or initiatives.
- Experience of managing contractors and/or agencies.
- Financial management experience and commercial acumen.

### Resources including team management

Staff	2
Budgets	
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