

JOB DESCRIPTION

Job Title	Marketing Manager, Executive Education, Special Projects		
Reports to	Head of Marketing, Executive Education		
Department	Brand & Marketing		
Job Family	Brand	Level	4

About the School

London Business School's academic strength and global outlook drives original and provocative business thinking. We challenge conventional wisdom, enable the transformation of careers and organisations and empower our people to change the way the world does business.

Our purpose is to have a profound impact on the way the world does business and the way business impacts the world. The School is consistently ranked in the global top 10 for its programmes and is widely acknowledged as a centre for outstanding research. As well as its top-ranked full-time MBA, the School offers degree and award winning executive education programmes to organisations and their people from around the world.

With a presence in three international cities – London, New York and Dubai – the School is well positioned to equip students from more than 130 countries with the tools needed to operate in today's business environment. The School has more than 47,000 alumni, from over 150 countries, which provide a wealth of knowledge, business experience and worldwide networking opportunities.

London Business School's 100+ faculty come from more than 30 countries and cover seven subject areas: accounting; economics; finance; management science and operations; marketing; organisational behaviour; and strategy and entrepreneurship

About the Department

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 a key member of the Brand & Marketing department, you will be responsible for the planning, delivery and analysis of marketing projects to promote the School's executive education programmes to individuals and organisations.

The executive education department of the School has ambitious growth targets for the next five years, and this role is vital in ensuring the smooth delivery of projects to support this.

For B2B marketing projects (which are likely to be a major focus for this role), you would be liaising with the B2B sales and client relations team in the executive education department, together with colleagues in Brand & Marketing, to deliver special projects which will enable sales growth with large, global organisations.

Examples of projects may include, but are not limited to:

- Sales enablement and content marketing activities (e.g. production of collateral to support sales teams in pitches and client conversations such as case studies, client interviews and others)
- Award entry submissions for our outstanding programmes delivered to organisations
- Web projects
- Events and round table support
- Campaigns for prospective, lapsed and current clients

On the B2C side, you may also support the executive education marketing team to deliver on strategic initiatives.

For example, you may work on:

- New executive education programme launches
- Overarching brand campaigns
- Developing and implementing plans to communicate business updates (e.g. our position in rankings, awards won, etc)

You may also support the Head of Marketing and other colleagues in Executive education marketing with other ad-hoc tasks such as the production of ad-hoc and monthly reports, and other activities and events to promote our executive education offering.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Develop and lead the implementation of plans for executive education marketing projects to support the achievement of wider departmental/organisational goals.
- Responsible for using market intelligence & insight to develop compelling project briefs which will compel/attract targeted audiences.
- Ensure marketing initiatives are developed with a customer-centric perspective.
- Challenge the status quo and/or look to reimagine and innovate the way we market to our customers/clients.
- Find creative solutions to solve marketing challenges, by working collaboratively with relevant teams to create seamless experiences for our executive education customers and clients.

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.
- 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 brand and executive education offering.
- 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

- Collaborate successfully with relevant stakeholders across brand & marketing and the executive education teams to plan and deliver strategic marketing projects
- 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 management of budgets for the department.

Resources including team management

- Reporting to the Head of Marketing (Executive Education), this role has no direct line management responsibilities (though occasional management of agencies and freelance resources would be required).

Knowledge/Qualifications/Skills/Experience required

- Expertise with B2B and B2C marketing campaigns
- Experience with sales enablement and content marketing activities
- 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 and brand 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.
- Experience in managing freelancers and agencies
- Broad understanding of each of London Business School's activities and offerings

Staff	None
Budgets	
Date Updated	10 10 22