

JOB DESCRIPTION

Job Title	Online Learning Programme Manager		
Reports to	Director, Online Learning and Academic Services (Title TBC)		
Department	Digital Learning		
Job Family	Learning	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

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 (London Business School) 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

To manage and evolve a portfolio of online programmes and cases studies, ensuring the delivery of high quality, impactful learning solutions to a diverse group of participants.

To set the programme up for success. Lead and coordinate the programme and team consisting of faculty, programme managers, contributors, learning suppliers and other stakeholders to ensure an outstanding design and participant learning experience.

To seek and implement continuous improvement on each online programme in the portfolio, maintaining high quality learning impact for participants.

Responsible for the bottom line of the programme. Ensure the commercial viability of the programmes and portfolio while ensuring quality and impact are maximised.

In partnership with the department leadership team determine the roadmap for product development. Manage the development of the business case and pitch to relevant approval bodies.

To ensure enrolment processes for all online courses are in place, all course participants are correctly set up and managed on the relevant Learning Management Systems.

Manage and lead engagement with faculty and affiliate contributors for all online programmes and cases.

Key Areas of accountability and Key Performance Indicators (KPIs)

Strategy and Planning

- Contribute to the development of the online strategy for the department to enable the realisation of the London Business School vision.
- Develop and lead the implementation of plans for online learning to support the achievement of wider departmental/organisational goals
- Contribute to the development of Key Performance Indicators to support the assessment of the quality and impact of learning interventions.

Design, Delivery, and Continuous Improvement

- Drive new online programme titles and cases from concept to launch, working with the Department Leads, Faculty, Learning Designers, Sales and Marketing, Programme Delivery, and any other stakeholders, as needed.
 - Ensure full market research is conducted to demonstration market demand
 - In collaboration with the faculty, learning design and marketing shape the learning objectives and impact measures to meet the need of the intended audience.
 - Design and lead feedback activities which contribute to learning enhancements and the continuous improvement of participant experiences
- Lead and ensure effective management of all programmes in portfolio in collaboration with the Director of Online Learning and the online learning team including:
 - Timely scheduling of programmes to space, faculty, guest speakers and other contributors onto programmes
 - A robust faculty delivery model is developed and back up options and successors identified for each programme.
 - Programme Managers are briefed and supported to deliver outstanding end-to-end participant experience.
 - Faculty, contributors and learning suppliers, are briefed in a timely manner
 - Appropriate participant numbers and participant calibre
 - Appropriate programme iterations
 - Accurate and financially commercial programme budget
 - Appropriate positioning and messaging of programmes in the market (in collaboration with Sales and Marketing)
 - Sound project management
 - Ensure compliance with all relevant procedures.
- Ensure outstanding learning journeys (including participant preparation, face to face delivery and post programme and impact activity) for all programmes in portfolio in collaboration with the Online Learning Director.
 - All programme activity is delivered to quality and time.

- Participant and programme issues are identified and resolved promptly and professionally. Manage operational issues in a timely and effective manner.
- Programme sessions are facilitated, where appropriate

Financial Management

- Ensure the programmes meet business contribution targets and are delivered to budget.
- Collaborate with the Finance Team to review and confirm budgets quarterly and annually.
- In partnership with the Operation Manager oversee the co-ordination of financial planning and reporting, providing guidance as required to support colleagues to fulfil financial management responsibilities.
- Carry responsibility for a specific budget, fulfilling financial management requirements and ensuring the effective use of financial resources to produce value for money.

Business & Brand Development

- Contribute to business development activities related to online programmes e.g., webinars, selected road shows, information sessions, lunches, and visits (overseas trips occasionally) to potential and key clients and participants.
- Be an advocate and ambassador for the London Business School to build market awareness, support business development and raise the profile of the Programmes. Tell a compelling story about the London Business School and Executive Education product offering.
- Contribute to the marketing and sales of each programme in portfolio by providing insights for media plans and content for Marketing and PR activities.

Product Knowledge

- Research and keep up to date with advancements, trends, new programmes and products within industry and field to inform the open portfolio strategy.
- Systematically use insights to raise the quality of open programmes. Consistently share knowledge with team members.
- Regularly benchmark the quality and competitiveness of programmes in portfolio against the world's leading business schools.
- Develop a deep understanding of London Business School and competitor offerings.

Collaboration and Relationship Management

- Attend and actively participate in School, Department and Team activities and meetings.
- Foster strong, sound relationships with faculty, contributors and learning suppliers.

- Manage the relationship with external suppliers undertaking commercial arrangements and quality assurance.
- Support colleagues by sharing knowledge, constructive feedback, and own time, where possible and appropriate, proactively.
- Attend and actively participate in School, Department and Team activities and meetings.
- Maintain sound and effective relationships with all stakeholders and colleagues, supporting their development by promptly sharing positive and constructive feedback.
- Represent the Team to colleagues, stakeholders, and cross-School groups, enabling cross-department working, spotting, and initiating opportunities to collaborate for best learning outcomes.

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.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- Experience in online learning & development in an OPM or business school.
- Excellent communicator with the ability to engage a variety of audiences.
- Proactive, commercially minded and customer centric.
- Curious, original, and inspirational thinker.
- Excellent project management skills
- Ability to manage multiple internal and external stakeholders.
- Ability to prioritise and focus on material issues
- Knowledge or experience in finance desirable
- Good knowledge of business education and learning design field.

Staff	N/A
Budgets	Programme Budgets in portfolio
Date Updated	16/12/2022

Resources including team management

N/A