



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Performance Marketing Officer (Executive Education & LSE Online)

Department/Division: Extended Education

Accountable to: Marketing Manager (Executive Education & LSE Online)

Overview of the Unit

The Extended Education division is a highly successful and commercially focused division that delivers LSE's open enrolment short courses and distance learning short and degree programmes to a range of audiences, spanning from new undergraduates to senior working professionals.

- The LSE Summer School enjoys a truly global reputation, as the largest in the world in terms of global intake. The programme typically attracts over 8,500 enrolments from over 90 countries worldwide, across 120 courses run over the course of nine weeks.
- Through LSE-designed University of London Programmes (UoLP), over 10,000 students worldwide currently study with us online or at one of 30 recognised teaching centres.
- Our Executive Education programmes provide an intensive learning experience to senior professionals from around the world, in subjects ranging from leadership, finance and economics to climate change, data science and regulation.
- Our portfolio of online programmes makes LSE's world-leading teaching and research accessible to a global audience of professionals at various stages in their careers.

The many programmes we offer across this diverse and dynamic portfolio provide a significant revenue source for the school, generating critical funds to invest in LSE's world-leading teaching and research. We operate in increasingly competitive markets and have ambitious targets for growth.

Job Summary

The post holder will be required to execute innovative and effective performance marketing B2B and B2C campaigns that deliver to the specific campaign objectives and achieve our recruitment targets across Executive Education and LSE Online. In particular, the post holder will focus on:

- B2B demand and lead generation campaigns
- B2C lead generation campaigns
- Roll-out of media plans, including managing the creation of assets
- Content creation, with a focus on producing high quality copy for campaigns, stakeholder communication and engagement
- Implementation of our content, SEO, website, and social media strategies as directed by Marketing Manager (Executive Education & LSE Online)
- Liaise with a range of stakeholders including LSE academics, professional staff from around the School and external agencies and freelancers



Duties and Responsibilities

B2B Campaigns

- Develop and deliver effective demand and lead generation campaigns targeting corporate clients, as overseen by the Marketing Manager (Executive Education & LSE Online)
- Deliver account-based marketing (ABM) campaigns that nurtures repeat business by current clients
- Develop effective corporate solutions collateral and sales enablement resources
- Support the Extended Education division's client relations teams with sales enablement material, communication and events
- Take a proactive approach in ensuring an impactful and effective B2B customer journey
- Support client relations with delegate/student promotional tactics within specific organisations as and when agreed with our B2B stakeholders

B2C Campaigns

- Develop and deliver effective lead generation paid social campaigns targeting prospective delegates/students, as overseen by the Marketing Manager (Executive Education & LSE Online)
- Support the Marketing Manager (Executive Education & LSE Online) in partnering with our media agency to build effective paid campaigns across search, social and display.
- Take a proactive approach in ensuring an impactful and effective B2C customer journey

Social Media, Content and Website

- Develop communication and content for both our B2B and B2C audiences across owned channels
- Manage the productions of high quality, audience appropriate creative content pieces such as brochures, advertising campaign assets, testimonial pieces, videos and infographics. This includes gathering requirements from a range of stakeholders, project scoping, creating agency briefs, copywriting, editing, and liaising with external designers, film teams and printers
- Develop high quality business and individual impact case studies that can be used effectively both for our B2B and B2C marketing efforts
- Copywriting for printed publications, website, emails and newsletters, social media posts and slide decks to strict deadlines
- Ensure all LSE brand and tone of voice guidelines are fully applied to all student facing communications across the marketing team
- Support Marketing Manager (Executive Education & LSE Online) in delivering a clear value proposition for LSE's corporate and professional development programme solutions
- Drawing on new industry and sector trends, pro-actively contribute to the development of content led engagement pieces to help achieve recruitment and engagement KPIs

Email Marketing

- Manage the creation, deployment and analysis of marketing emails, including copywriting, data segmentation and data management
- Use the marketing automation system for sending and monitoring email communications as required to our stakeholder groups such as prospective delegates, alumni and corporate clients,

Digital Platforms

- Upload content into the web content management system as required
- Proactively identify areas of improvement on the website and suggest solutions
- Execute an SEO strategy as directed by the Digital Marketing Manager (Extended Education)
- Effectively utilise and monitor digital reporting tools and systems available to the team to report on performance

Reporting, Analysis and Research

- Support Marketing Manager (Executive Education & LSE Online) in monitoring and reporting on campaign performance
- Support Marketing Manager (Executive Education & LSE Online) in monitoring the reporting of our media agencies and commercial partners



- Gather, manipulate and interpret audience engagement data from various digital sources including the website, social media platforms/performance monitoring platforms and CRM to support informed decision making and improved campaigns and participant experience
- Undertake the necessary desk research to underpin content pieces. This includes being accountable for accuracy and fact checking
- Undertake qualitative product, competitor and customer research and develop proposals with recommendations to underpin tactical and strategic decision making
- Stay up to date on market trends

Teamwork and Motivation

- Work collaboratively as a member of the Extended Education marketing and student experience team to support key initiatives and requirements across the division
- Work collaboratively with the wider LSE community including the central comms and marketing functions, professional services and the academics community to maximise your effective delivery of the role
- Liaise closely with departmental colleagues to share best practice and knowledge
- Play an active role in developing marketing team effectiveness and our ability to provide a first class service to all our stakeholders. This will include devising customer feedback surveys to garner views from internal and external customers

Initiative and Problem Solving

- Proactively seek ways to improve the delivery and effectiveness of our campaigns based on analytics and reflection
- Proactively explore new ways of doing things and generate ideas within Higher Education (HE) sector and other industries that the Extended Education marketing team should explore

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Equality and Diversity

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.