



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: Senior Client Relations Manager

Department/Division: Summer School, Executive and International Programmes
Accountable to: Head of Executive Education (Client Relations)

Job Summary

The Senior Client Relations Manager will play a key role in this work, building long-term and profitable relationships with organisations from the public and private sector to develop high quality custom programmes for their staff. This includes responsibility for:

- Creating a new business pipeline of potential new high-value custom programmes clients
- Working with LSE academics to develop programmes and proposals to inspire and excite clients and meet their needs
- Delivering first-class relationship management to custom programmes clients, which ensure client retention, positive partner sentiment and maximise their potential for LSE.

You must be an exceptional listener and a phenomenal communicator who is commercial and performance/target driven, but consultative in your approach and a relationship management professional at heart. This role requires close collaboration with senior academics, so excellent stakeholder management skills are critical.

Please note some occasional international travel and work outside of regular hours may be required.

Duties and Responsibilities

New business development

- Identify, engage and acquire new clients for LSE customised executive education, with a focus on securing six figure annual revenues from clients
- Work with the Head of Executive Education (Client Relations) to define new business priorities, strategy and projected acquisition budget
- Work with the Senior Research Manager to identify and qualify potential partners and ensure the most effective approaches are made to secure partnerships
- Develop and implement cultivation plans for prospects, representing the LSE at a senior level with potential partners (e.g. meetings, pitches).

Client relationships and management

- Manage a portfolio of existing clients, developing and implementing account management plans to ensure long-term relationships and maximum value for LSE
- Gain a detailed understanding of a client's business activity, internal and market context and key challenges to identify where LSE custom programmes can create and deliver value
- Ensure ongoing client satisfaction, resolving any issues and escalating as appropriate



- Effectively brief the Programme Delivery team on contracted custom programmes, providing them with key information including client expectations, objectives, key relationships etc.
- Work with the Programme Delivery team to ensure the effective evaluation of custom programmes and that business impact is agreed and documented for all programmes
- Build networks with key decision makers and influencers within client organisations, and identify opportunities to engage them with wider LSE activities
- Identify opportunities to cross-sell open enrolment executive education to custom programme clients.

Strategy and planning

- Work collaboratively with academics and internal teams to identify, define, value and communicate creative propositions, proposals and programmes which match the needs and expectations of clients and reflect LSE's academic expertise, approach and ethos
- Utilise insight and expert input from the Programme Delivery team, with a focus on ensuring the implementation of learnings gained from previous programme deliveries and financial models
- Lead the negotiation of contractual terms with clients, including key deliverables, milestones and cost, ensuring the best possible commercial outcome for LSE and securing internal support where necessary
- Where appropriate involve the School leadership and academics in client acquisition and management, ensuring they are well briefed and supported
- Develop an excellent working relationship with key internal and external stakeholders involved in Custom programmes, including LSE academics
- Provide regular reporting to senior internal stakeholders on pipeline and progress
- Protect the School's external reputation and brand by ensuring appropriate due diligence is undertaken on potential partners
- Maintain written and electronic records of partner relationships, in accordance with relevant LSE and statutory requirements
- Collaborate with the colleagues across the Executive Education and Online Learning teams to ensure the LSE effectively delivers partnership activity, delivers excellent client management and maximises the potential of every relationship
- Lead on discrete projects, as they are identified and arise.

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.

Equity, Diversity and Inclusion (EDI)

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](#)



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**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.