



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: Marketing Manager

Department/Division: Marshall Institute
Accountable to: Institute Manager

Job Summary

The post holder will have the following responsibilities:

- To design and deliver a marketing strategy to promote the portfolio of taught courses delivered by the Marshall Institute
- To work closely with the Teaching team and the Head of External Relations to implement an effective CRM system that helps cultivate our growing alumni community as ambassadors for the course.
- To evaluate digital recruitment activities including analysis of metrics, presenting data, and making recommendations for longer term developments.
- To undertake market research into competitors' activity, identify best-practice and use this information to set the direction for the Institute's strategy in this area
- To support with the planning and delivery of a programme of recruitment events in close collaboration with the Teaching team and the Head of External Relations
- To be the key liaison with any external communications agencies engaged to deliver on paid content marketing
- To manage a marketing budget for the Institute and demonstrate value for money
- To contribute content and insights to elevate the wider communications activity of the Institute across a range of platforms

About the Marshall Institute

The Marshall Institute was established in 2015 at the London School of Economics with a £10M gift from Sir Paul Marshall to improve the impact and effectiveness of private action for public benefit. In 2017, it launched the world's first MSc in Social Business and Entrepreneurship as well as developing a range of other graduate and executive courses. The Marshall Institute draws on the exceptional global reach and expertise at LSE and collaborates with departments, research centres, and institutes across the School. Its primary activities are in research, teaching, and convening.

Duties and Responsibilities

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Communication

- To create and oversee the delivery of an annual communications plan for the Institute's social media presence, blog content, webinars and marketing events
- To work closely with other members of the Institute team to design a calendar of student recruitment events and take the lead on promoting those
- Ensure that all Institute communications activity is compliant with UK Law and LSE regulations (e.g. copyright and GDPR).

Planning and organising

- Develop and implement a marketing strategy for engaging applicants to the Institute's teaching programs, taking the lead on developing and implementing marketing campaigns and materials.
- Design a range of marketing content that engages current students and alumni from the Institute's accredited and non-accredited programmes, in close collaboration with the Institute's Teaching team and relevant programme directors, and in consultation with LSE's Alumni Relations team.
- Develop and manage external communication systems, including a contact database and mailing lists.
- To liaise and negotiate effectively with external agencies to ensure good value for money and return on investment.

Service Delivery

- To support the student recruitment through collection and management of accurate marketing data and analytics

Analysis and Research

- To regularly conduct marketing data analysis and produce reports assessing the performance of marketing channels, including website, social media, email campaigns, events and advertising campaigns
- To review internal admissions data, adjusting strategies and plans as required in order to meet targets

Liaison and networking

- Identify, suggest, and facilitate marketing opportunities including partnerships with relevant organisations that will help promote the Institute and its portfolio of teaching programmes.
- Track and "push" alumni successes, monitoring their progress in the media and celebrating their milestones to cultivate a thriving alumni community
- Proactively maintain an awareness of developments across all aspects of the Institute's work, and how this relates to wider developments in the sectors of business education and social impact
- Be a key contributor to the Institute's good reputation within the School, and enable effective collaboration on the delivery of communications and event activities, by developing mutually beneficial relationships with a range of staff and colleagues at all levels around the LSE, particularly in the Communications Division and Department of Management.
- Proactively establish and maintain external networks on own initiative, that will further the Institute's reach and support our mission.

Initiative and problem solving



- Develop, collect and analyse key performance indicators (KPIs) and metrics to monitor the extent to which the communications strategy is achieving its objectives. Proactively use these data to make meaningful positive changes to the strategy wherever necessary.
- Make independent decisions and act proactively on own initiative to ensure smooth delivery of the marketing strategy, resolving unforeseen or sensitive issues with minimal guidance from the senior leadership team.
- To lead on identifying evidence-based solutions to marketing challenges across the Institute's activities

Teamwork and motivation

- Work collaboratively and effectively toward shared goals with other members of the Institute team, as well as other colleagues across the School where appropriate.
- Lead by example and form positive working relationships with a wide range of internal and external colleagues, utilising these to leverage support for marketing and communications activities.

Flexibility

- Some weekend and evening work will be required during orientation, events, and programme delivery.
- To deliver services effectively, a degree of flexibility is needed, and the post holder may be required to perform work not specifically referred to above.
- Travel may be required.

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](#)

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.