



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: Department of Management and External Relations

Accountable to: Head of Marketing

Job Summary

To develop and implement an effective marketing and student recruitment strategy for the Department of Management's business education programmes. The role is primarily responsible for promoting the Department's brand for global business education, generating high-quality applications and meeting recruitment targets, with a particular focus on the Department's two flagship Executive programmes.

The post holder leads on the development and execution of annual marketing plans for all programmes within the Department, taking responsibility for strategic marketing planning and data analysis to maintain brand positioning and drive a strong and diverse class in each recruitment cycle. The post-holder oversees and delivers strategic data-driven campaigns and ensures a consistent visual brand identity across communications.

The post holder also leads a team of three marketing professionals to develop operational plans and oversees the delivery of a wide range of marketing communication activities (e.g. digital marketing, website, content marketing via social media and blogs, PR and media relations, events, email marketing, CRM, and relationship marketing with student ambassadors), initiating regular marketing analytics reports to assess performance. Occasional evening work will be required.

Duties and Responsibilities

Communication

- To lead on developing data-driven marketing communications strategies for the Department of Management's Master's and Executive programmes, including promotional activities across a wide range of channel mix, including digital marketing, website, video, advertising, content marketing via social media and blogs, PR and media relations, events, email marketing, and relationship marketing with current student ambassadors and producing relevant and engaging content.
- To develop the Department's brand identity (including visual identity) and key marketing messages in the global graduate business education market, and ensure the brand and messaging are conveyed effectively and consistently across all communications produced by the team and the wider Department.
- To create an annual communications plan for the Department's social media presence, including a cutting-edge content and engagement strategy, strategies for growing subscribers and followers across all channels, strategies for social media recruitment, and the operational process for



planning, producing and scheduling social media content.

- To create an annual communications plan for the offer holders of eight Master's programmes, ensuring that enrolment targets are met and the highest calibre students are kept engaged and informed from the point of offer to enrolment, through the use of integrated communications across multiple channels including targeted emails, social media, events and relationship marketing with current student ambassadors.
- To be responsible for the team's production of exceptional and compelling written marketing content for a range of digital channels and printed materials, including commissioning, proofreading and editing content produced by others.
- To oversee and support direct reports in managing the Department's digital communications platforms to the highest standard and level of service to departmental colleagues, including management of the website and Contensis content management system, Wordpress blog platform, social media channels and Hootsuite scheduling platform, online event software, and Salesforce CRM system for email campaigns and events.
- To provide training for direct reports and members of the wider Department of Management professional services team on communications skills, plans, operational processes, and technical platforms where required.
- To design and support the delivery of excellent communications for offer holders who are required to pay deposits, overseeing the records management process.
- To produce marketing data, analytics and intelligence reports which effectively and clearly communicate valuable operational and strategic insights to inform the activities of others, including direct reports, the wider team, and higher level decision-making by senior departmental stakeholders including the Department Manager and the Head of Department.
- To present and lead panel discussions at student recruitment events, ensuring that audiences are engaged, and the Department's key marketing messages and brand identity are conveyed clearly and effectively.
- To lead on ensuring the mission, vision and positioning of the Department is clearly communicated to internal and external audiences.
- To deputise for the Head of Marketing and External Relations at meetings, conferences and events where required.

Strategic planning, analysis and research

- To conduct research in order to produce actionable strategic insights into the global graduate management education market, competitor business schools and programmes, the Department's global brand identity and perceptions, and prospective students' and offer holders' experience of interactions with the Department.
- To conduct strategic marketing planning and rigorous data analysis of internal admissions data, including performance of programmes against application, offer and enrolment targets, analysis of the demographics and segmentation within applicant pools, financial support data, and feedback from offer holders (both enrolled and declined).
- To conduct marketing data analysis and produce regular reports assessing the performance of a range of marketing channels, including website, social media, email campaigns, events and advertising campaigns.
- To scope the usefulness of the Department's positioning campaigns and advertising, and understand the Department and LSE's brand, its strengths, risks and opportunities.
- To ensure good value for money and return of investment is achieved with all external agencies and suppliers.
- To design, monitor and evaluate student admissions prediction tools, with support from the Head of Marketing and External Relations.
- To lead on producing data and market intelligence reports for other colleagues to inform marketing and communications activities and strategic decision-making within the Department, including the development of new teaching programmes.



• **Teamwork and motivation**

- To line manage three direct reports, with an emphasis on continuous professional development and a collaborative approach to achieve shared objectives across the direct team and wider team.
- To proactively collaborate with the Alumni Relations Manager, Communications and Events Manager and Corporate Relations Manager to identify opportunities to share resources and best practice, and achieve shared objectives.
- To ensure the Head of Marketing and External Relations is kept regularly informed of the team's activities, and is able to input into any relevant strategic decisions.
- To support the Head of Marketing and External Relations, Department Manager and Head of Department in making recommendations for higher-level decision making regarding the Department's portfolio of degree programmes, branding and market positioning.
- To work collaboratively with academic Programme Directors, Executive Programme Admissions Managers, Graduate Admissions Selectors and professional services Programmes Teams to share information, develop marketing strategies and operational communications plans, and ensure the desired class profile is recruited to each programme in every admissions cycle.
- To lead on the coordination of prospective student and offer holder communications activities delivered by the Programmes Team and Graduate Admissions Premium Service Manager.
- To build and maintain a positive and effective working relationship with the central LSE Student Marketing Recruitment Office.

Liaison and networking

- To liaise and negotiate effectively with external agencies and suppliers.
- To develop and independently maintain strong relationships with a wide range of stakeholders, including academic faculty, professional services colleagues across the Department and the School, current students, and alumni.
- To maintain an awareness of key projects and developments across the Department and the School, and propose relevant adjustments or developments to marketing and communications strategies in response.
- To establish and maintain external networks for benchmarking and sharing best practice.

Service delivery

- To be responsible for ensuring direct reports provide an excellent service to the Department and its programmes in terms of recruiting students and developing the Department's brand as a world-leading centre for business and management education.
- To act as champion for the Department's prospective students and offer holders, ensuring that marketing strategy is consistently developed to meet their changing needs and motivations, and that they receive the highest level of customer service across all interactions with the Department prior to enrolment.
- To maintain that the wider team produces regular compelling, targeted social media content, which underpins the aims of the social media strategy.
- Actively maintain an understanding of business and the business education sector, using this to inform decisions relating to student recruitment and positioning and define strategy.

Planning and organising resources

- To lead on creating operational plans for the delivery of programme marketing strategies, and communicating the Department's brand identity and key marketing messages effectively to wide global audience. Including effectively planning and prioritising budget, staff time and resources across the team of three direct reports to ensure that all essential marketing and communications



activities are delivered on an annual basis to time and to the highest standard.

- To take responsibility for ensuring that business-critical application and enrolment targets are met for the Department's two flagship Executive programmes, creating detailed and effective annual marketing plans, and adapting activities and/or implementing additional marketing initiatives throughout the admissions cycle to if and when targets are not on track to be met.
- To oversee and support three direct reports in delivering work to their individual areas of responsibility, including setting deadlines for their work, and providing them with the training, support and resources to deliver high quality outputs under time pressure.
- To develop and implement regular processes to assess and evaluate all activities delivered by the team, and facilitate the continuous improvement of activities over time.
- To manage a busy and varied team workload, and deal with unforeseen changes and issues throughout the annual admissions cycle.
- To take responsibility for managing annual Executive marketing budgets.
- To support the Head of Marketing and External Relations where required in managing the Departmental marketing budget.

Decision making and problem solving

- To take independent responsibility for decisions relating to the Department's day-to-day marketing activities, including overseeing and supporting the work of three direct reports.
- To lead on determining the marketing strategy for the Department's portfolio of degree programmes, and key marketing messages in the global business education market.
- To be creative, strategic and flexible in taking decisions to change or enhance strategies and activities during the annual admissions cycle in response to problems meeting recruitment targets, changes to processes or resources available internally across the School, or changes in the external market.
- To lead on identifying evidence-based and data-informed solutions to marketing challenges across the team's activities, and in the development of the Department's global brand and portfolio of degree programmes.

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the demands 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.