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 Manager - Executive Masters Growth & Experience
Department/Division: Lifelong Learning
Reports to: Director - Executive Degrees and Pathways

Context and Job Summary

The London School of Economics and Political Science (LSE) is a world-leading social science university with an outstanding global reputation. The Lifelong Learning Division is central to LSE's ambition to extend its academic mission beyond degree education, providing transformative learning experiences to professionals, organisations and lifelong learners worldwide.

The Division's portfolio spans four principal areas: Executive Education (open and custom), Online and Lifelong Learning, support to the LSE Executive Masters portfolio and stackable credentials, and the LSE Lifelong Learning Experiences, including leisure and enrichment learning and LSE4Life, the Division's alumni lifetime learning programme. The Division is undergoing a major strategic transformation, with a target to grow revenues significantly by 2030, requiring expanded market reach, deeper corporate engagement and a step-change in the Division's marketing capability and brand presence.

Executive Masters are a strategically important part of this portfolio, providing academically rigorous, part-time postgraduate education for senior professionals worldwide. To ensure their sustainability and impact, the School is strengthening how Executive Masters connect to short courses, certificates, Executive Education and external partners, and how learners progress into and through these programmes.

The Senior Manager – Executive Masters Growth & Experience plays a pivotal role in this model. This role oversees how the Executive Masters portfolio is understood, chosen and experienced by learners, departments and partners. Operating at portfolio level, the postholder owns market-facing strategy, programme experience standards and departmental engagement, ensuring that Executive Masters function as a coherent, compelling and competitive offer.

The postholder holds delegated accountability for portfolio-level growth, market positioning, programme experience standards and departmental engagement, operating within strategic priorities set by the Director, Executive Degrees and Pathways.

This role works in close partnership with colleagues who own portfolio-level capacity, systems, governance and assurance. Together, the two workstreams ensure that portfolio ambition, growth and experience standards are supported by robust systems, clear governance and operational excellence.

Responsibilities of the role:

Portfolio Growth, Pathways and Partnerships

- Lead the development and portfolio-level coordination of progression routes, stackable credentials and pathway frameworks connecting Executive Education, online provision and Executive Master's programmes.

- Ensure pathways are academically robust, market-relevant and valuable to learners and employers, supporting the implementation and maintenance of credit frameworks, stackability rules and progression processes.
- Ensure pathway, credential and partnership activity aligns with LSE academic regulations, quality assurance processes and accreditation requirements, assessing operational viability and supporting effective implementation.
- Identify and develop strategic partnerships with universities, institutions and sector bodies that extend the reach, relevance and value of Executive Master's programmes.
- Work with internal and external stakeholders to develop and operationalise partnership models that support progression, shared credentials, cross-institution learning and joint provision aligned with School priorities.
- Enable effective cross-selling and referral across programmes and departments, strengthening learner progression and reducing internal competition.

Recruitment, Conversion and Market-Facing Strategy

- Own the market-facing logic of enrolment and progression for Executive Master's programmes, from enquiry to enrolment decision.
- Embed trusted-advisor and consultative approaches to recruitment conversations, aligned to the expectations of senior professional learners.
- Define and maintain clear hand-offs between marketing, departmental teams and admissions to ensure a consistent, high-quality enrolment experience for learners.
- Work with Marketing, departmental teams and central services to ensure that CRM-enabled insight is used effectively to support portfolio-level recruitment strategy, pipeline prioritisation and conversion decision-making, within agreed systems and governance frameworks.
- Work with Marketing and portfolio colleagues to shape demand over time, ensuring Executive Masters are presented as a natural next step at key learner decision points.
- Collaborate with Marketing to ensure pathways, progression routes and scholarships are clearly and accurately communicated.
- Support departments by sharing good practice, frameworks and guidance that improve progression, conversion and learner decision-making.
- Lead the strategic use of scholarships as a recruitment and progression lever, within portfolio principles and governance frameworks.
- Use market insight and performance data to identify friction points, underperformance or opportunity across the portfolio, and work with colleagues to address them.

Executive Experience Standards and Programme Quality

- Define and steward portfolio-level standards for executive-appropriate learner experience, from admissions communications and induction through delivery, services and alumni transition.
- Liaison with departments on programme experience, quality and coherence.
- Support departments to align programme-level delivery with agreed portfolio standards, without centralising academic ownership.
- Champion continuous improvement in executive experience, informed by insight, learner feedback and benchmarking.

Scholarships, Equity and Experience Stewardship

- Work with the Director to set the strategic intent and principles for the use of scholarships in support of recruitment, progression and portfolio goals.
- Ensure scholarship use is fair, coherent and aligned with experience standards.
- Use insight on learner experience and outcomes to inform refinements to scholarship strategy over time.
- Operate within portfolio-level scholarship principles set by the Director, Executive Degrees and Pathways, escalating risks or inconsistencies where required.

Insight, Evaluation and Continuous Improvement

- Work in partnership with the insights function to develop a shared, evidence-based understanding of learner experience, pathway performance and portfolio effectiveness across Executive Master's programmes.
- Monitor and interpret commercial and learner performance indicators, including demand, conversion, progression, enrolment yield and revenue contribution, using insight to inform pathway development, partnership priorities and enrolment practice.
- Use portfolio-level reporting, benchmarking and evidence to inform judgement, prioritisation, portfolio reviews and strategic decision-making, challenging assumptions and identifying opportunities to strengthen growth, learner experience and reputation.
- Support Programme Directors and delivery teams to interpret learner data, feedback and performance indicators, helping to prioritise meaningful and proportionate improvements across the portfolio.

Departmental Engagement and Collaboration

- Act as the principal interface between the Lifelong Learning Division and Executive Master's departments, building trusted relationships and providing constructive challenge and support to advance growth, learner experience and portfolio performance.
- Build effective partnerships across academic departments, central services, learners, clients and external partners to align strategic priorities with operational delivery.
- Work with Executive Master's colleagues to ensure strong alignment between market-facing strategy and operational feasibility.
- Contribute to cross-portfolio initiatives and working groups, fostering collaborative, client-focused ways of working across Lifelong Learning.

Leadership and Influence

- Operate within departmental engagement frameworks agreed by the Director, exercising sound judgement and influence across a complex matrix environment.
- Lead, coach and develop colleagues to support high performance, effective teamwork and high-quality delivery, ensuring responsibilities are delegated appropriately and teams are well supported.
- Model inclusive, values-led behaviours in line with LSE's commitment to equity, diversity and inclusion.

Other duties and responsibilities

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 inclusive university. All staff are expected to contribute to a working, teaching and research environment in which people are treated with dignity and respect, and to comply with LSE's duties to prevent unlawful discrimination, harassment and victimisation on the grounds protected by the Equality Act 2010. LSE is also committed to advancing equality of opportunity in relation to social and economic background. These expectations do not require staff or applicants to endorse any particular political, philosophical or contested viewpoint, and are subject to LSE's statutory duties and commitment to protect freedom of speech and academic freedom within the law, which includes the right of academic staff to question and test received wisdom, and to put forward unpopular or controversial opinions.

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.

Free Speech
The Code of Practice on Free Speech outlines the responsibilities of LSE to protect and promote freedom of speech and academic freedom within the law for students, faculty, staff, and visiting speakers. It applies to all activities on LSE premises and those conducted in the name of the School or LSE Students' Union at any location. The Code confirms that LSE does not take formal positions on political or international issues but provides a platform for critical debate within the law, taking account of the various legislative requirements and the context provided by policies and procedures. Procedures are set out in the Code on how events must be arranged and conducted.