

**THE LONDON
SCHOOL
OF
ARCHITECTURE**

LSA Marketing Manager

Contract type: Permanent/Full Time

Salary: £45,000 per annum

PURPOSE OF THE ROLE

The London School of Architecture (LSA) is an independent higher education provider registered as a Charitable Incorporated Organisation (CIO) through the Charity Commission. Over the last 10 years we have delivered a single academic programme: a two-year postgraduate Masters in Designing Architecture. Flanking this core programme are two new programmes - a successful outreach programme for 11 to 19-year-olds (Part 0), unlocking hidden design talent in those from underrepresented sector demographics, underserved communities and disadvantaged backgrounds, and a growing programme of digital and in-person short courses for qualified architects and built environment professionals (Part 4).

The Marketing Manager will develop and implement marketing strategies, support sales initiatives and generate content across all channels to drive engagement and participation with young people (ages 11-19), current Part 1 masters students, qualified architects, built environment professionals, potential funders and architectural practices. By fostering strong connections with the LSA community and external stakeholders, this role will significantly contribute to the school's mission of broadening access to architectural education and promoting innovative learning pathways.

DECISION MAKING AND AUTHORITY

The Marketing Manager will make decisions and have authority on:

- Communication and Marketing for all school programmes
- Content creation and strategy development in line with the school's objectives, editorial strategy and brand guidelines.
- Coordination of the multi-channel communications plan.
- The Student Recruitment Strategy

GUIDANCE AND DIRECTION

The postholder will work independently while maintaining close collaboration with the Engagement Director, programme leads, Sales Manager and other key stakeholders. Content creation and strategy will be guided by feedback from various internal and external stakeholders, including programme leads and the senior management team. The role should work independently to proactively develop an approved direction of programme related projects and manage subsequent workflows and symbiosis with other school programmes and initiatives.

KEY RELATIONSHIPS AND CONTEXT

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Internal

- Engagement Director – line manager
- CEO/Head of School – content steer via Engagement Director
- Programme Leads – (Part 0, 2, 4) and course leaders
- Registrar – regulation, legislation, and appropriate data capture.
- Finance Manager – for oversight on budget, sales forecasts and spending.
- Operations team – for on-site and online programme delivery.
- Sales Manager – support with lead generation and content creation.
- LSA Faculty, Students and Alumni – content creation

External

- Media and publications
- Outsourced PR company

WORKING ENVIRONMENT

The Marketing Manager is expected to be present for major events and activities across all programmes. Attendance at evening events may be required. The role supports flexible working arrangements in accordance with the LSA's policies.

Key Performance Indicators will be set in detail with the post-holder's line-manager but will fall into the following categories:

- Content engagement metrics
- Audience growth and engagement across all programmes
- Success of multi-channel communications campaigns

The Marketing Manager will work in accordance with the LSA's flexible working policy.

DUTIES AND KEY RESPONSIBILITIES

The Marketing Manager is responsible for creating and executing a multi-channel, multi-platform content strategy to drive programme participation across Part 0, Part 2, Part 4, our Practice Network, our Future Skills Think Tank and our Practice Support Programme. The strategy will drive engagement and participation with diverse audiences including young people, current and prospective students, alumni, qualified professionals, architectural practices, funders, and policymakers.

The Marketing Manager will also have full responsibility for leading the Student Recruitment process – leading email campaigns and lead nurturing through to application and onboarding through timely communication and messaging, ensuring that Student Recruitment targets are met.

Strategic Planning

- Develop a multi-channel, multi-platform communications strategy to capture outputs of each programme.

Content Creation and Management

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- Produce monthly news updates and regularly commission, curate, and update digital platforms, including the website, with content in line with the school's editorial strategy.
- Create engaging and high-quality content including articles, videos, social media posts, newsletters, and other multimedia formats.
- Create engaging content such as brochures, flyers, email campaigns, and social media posts to support programme participation.

Social Media Management

- Develop and implement a comprehensive social media plan
- Work closely with programme leads to capture and highlight the outputs and successes of Part 0, Part 2, and Part 4, our Practice Network, our Future Skills Think Tank and our Practice Support Programme.
- Engage with faculty, all programme alumni and current students to gather and share success stories.

Programme Support

- Collaborate with the Programmes Manager to develop an engagement strategy with prospective students to encourage expressions of interest in the LSA Part 2 programme.
- Manage a communications strategy supporting prospective Part 2 students through the application journey through onboarding.
- Support engagement initiatives aimed at prospective P0 participants, current students, built-environment professionals and prospective funders.
- Highlight and promote outreach activities to young people from underserved communities, focusing on increasing access to architectural education.
- Develop marketing materials and campaigns specifically aimed at promoting CPD Part 4 courses to target audiences.
- Collaborate with the salesperson to identify target markets and tailor marketing strategies to attract potential CPD course participants.
- Monitor and analyse the effectiveness of marketing campaigns and adjust strategies to maximise course enrolment.

Events

- Supporting the logistics and delivery of events across the school programme and for external partners.

Press and Media

- Manage press and media enquiries and opportunities.

Brand Management

- Manage the LSA's brand identity, ensuring consistency across all channels.
- Update all internal student-facing documents (programme and institutional assets) and manage all brand assets.

Finance and Budget Management

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- Manage the marketing budget, ensuring efficient use of resources.
- Collaborate with the Finance Manager to align spending with the school's broader financial plans.

PERSON SPECIFICATION

Experience and Skills

- Proven experience in content creation and marketing strategy (E).
- Demonstrated ability to drive engagement across multiple channels and platforms (E).
- Experience working within the education or built environment sector (D).
- Experience in Audio-visual content creation including photography (E)
- Adobe proficiency (E)

Competencies and Approach

- Ability to work under pressure, meet deadlines, and manage multiple projects simultaneously.
- Excellent interpersonal, communication, and presentation skills.
- Strong attention to detail and organisational skills.
- Proactive and innovative, with the ability to generate creative ideas and solutions.

EQUALITY, DIVERSITY AND INCLUSION STATEMENT

The London School of Architecture is committed to being an inclusive employer, building an inclusive workplace and recruiting a workforce as diverse as London's. However you identify and whatever background you bring with you, we welcome you to apply for a role at The London School of Architecture.

If there are any adjustments that would help support you in your application, please do let us know when you apply. If you are disabled, Evenbreak is able to provide support with your application; for further information, please visit their website [here](#).

Disabled, deaf and/or neurodivergent people and those from Black, Asian and Ethnically Diverse backgrounds are underrepresented in our workforce, so we particularly encourage applications from people in these groups.

Should you have any questions about this, please contact: John Nahar, Engagement Director (john.n@the-lsa.org).

READY TO APPLY?

Please send a Cover Letter and CV to john.n@the-lsa.org by the closing date on Wednesday 09 October (applications close at 11:59pm).

Successful candidates will be invited to an interview the following week.

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The job description is an operational document that does not form part of the contract of employment. There may be times when an individual is expected to perform tasks that are not expressly stated in the job description but are necessary in the day-to-day performance of their duties. The job description be amended as necessary to meet the changing needs of the organisation.