

JOB DESCRIPTION

Job Title	Development Manager – Appeals and Digital Engagement		
Reports to	Deputy Director, Giving		
Department	Advancement		
Job Family	Business Services	Level	3

About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

About the Department

London Business School is a highly respected international business school, comprising a community of celebrated faculty, students, alumni and colleagues.

The Advancement team is engaged in developing life-long relationships with our students and alumni and delivering fundraising activities to support London Business School's ambitious growth and to maintain its position in the premier league of business schools.

In 2016 the School closed a highly successful comprehensive fundraising campaign two years early, having surpassed its original target of £100m by more than 25%. Building on the success of this campaign, we are now preparing to launch our next school-wide fundraising campaign, with an aim of raising £250m in support of our world-class faculty, research, learning facilities and diverse student community.

Following a recent strategic realignment, the new Giving team - part of the wider Advancement team - has been established. Securing income from individuals at a range of levels, the Giving teams aim is to ensure long-term, sustainable funding for

the School by building strong and lasting relationships with our students, alumni and external donors.

The other teams that make up Advancement at LBS are: Operations & Donor Relations, Alumni Engagement, and the Central Team.

Job Purpose

To develop and maintain a robust annual giving programme which establishes a strong donor pipeline, and develops sustainable fundraising for LBS. Focus on testing of new content and channels, thorough analysis of outcomes, and embedding successful activities to increase investment in the School's vision from students, alumni, and friends.

To leverage the work across Advancement as a whole including events, student and volunteer activity.

To develop a collaborative approach with the other fundraising income streams (Leadership Annual Giving, Major Gifts, and Principal Gifts) that supports all activities and enhances relationships.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Delivery and Support

- To create and deliver an annual, strategic plan of appeals activity utilising targeted, innovative campaigns with a focus on digital engagement.
- Explore new ways of acquiring, retaining, and upgrading donors by thoroughly testing both the channels and the content we use. Challenge conventional wisdom and ask questions where necessary to break down barriers to experimentation.
- To create with other members of the Giving team a robust pipeline that helps build sustainable unrestricted support, feeds the major gifts programme, and delivers participation and income targets.
- Lead on the planning and delivery of LBS's annual giving day, Global Give, including messaging, segmentation, content and platform management.
- Work with Student Engagement team to evolve the approach to student philanthropy.
- Work with Giving team leadership to implement a targeted approach to secure more leadership annual gifts.
- Collaborate with other team members/teams to map out a clearer donor journey in order to feed the appeals strategy.

Analysis and Reporting

- Work closely with the data team and leadership to regularly monitor and evaluate appeal programme activity (acquisition, retention, upgrades, pipeline movement) against team KPIs and adjust activity accordingly if necessary.
- Work with digital comms colleagues to analyse insight from social media and email engagement to align solicitations with alumni interest in School priorities.
- Liaise across the team and other departments to prepare reports to inform review, planning and decision-making.

Collaboration

- Work closely with stakeholders from across Advancement and the School to facilitate the work of annual giving including Donor Relations, Digital, Business Planning, Data, Research, Alumni Engagement and MarComms.

Financial Management

- Monitor and review financial activity for own area of specialism to ensure the accurate completion of standard financial processes within budget and the provision of up-to-date information to support decision making.

Process Improvement

- Monitor processes, systems and practices within area of specialism, plan and carry out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practice thinking; follow through on improvements once agreed.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and follow through on new activities or actions brought about change to help support its successful implementation.

KPIs:

- Delivery of a high-quality appeals programme, including LBS's annual giving day, and a framework for future annual giving strategies.
- Area/team compliance with necessary regulations/processes.
- Production of reports and analysis, with the identification of trends and issues.
- Projects delivered on time, on budget and to quality standards and targets.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Improvements to processes and procedures in own area of specialism.
- Up-to-date and accurate financial information for own service area.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience
- Experience of working within a professional fundraising operation
- Knowledge of the higher education sector/business schools
- Understanding of alumni relations/advancement/ development or the charity sector
- Experience working with Raisers Edge
- Able to build a rapport with multiple stakeholders
- Strong communication skills to help share ideas/plans effectively and constructively
- Excellent organisational and planning skills
- Able to track targets in order to work towards fundraising objectives
- A team player who thrives on working with others to achieve targets

Resources including team management

n/a

Staff	n/a
Budgets	n/a
Date Updated	1 October 2019