

JOB DESCRIPTION

Job Title	Senior Stewardship Manager		
Reports to	Director of Giving		
Department	Advancement		
Job Family	Relationship	Level	4

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 secure 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 significant levels of income in support of our world-class faculty, research, learning facilities and diverse student community.

Following a strategic realignment in 2019, the new Giving Team - part of the wider Advancement team - has been established. Securing income from individuals at a range of levels, the Giving team's aim is to ensure long-term, sustainable funding at LBS by building strong and lasting relationships with our students, alumni and external donors. This new post, along with the rest of the Giving Team, will be instrumental in delivering LBS' upcoming Campaign, due to launch in autumn 2022.

The teams that make up Advancement at LBS are Operations & Donor Relations, Alumni Engagement and Giving. The Giving team is responsible for securing principal and major gifts, as well as generating multi-year pledges through an Annual Giving programme.

Job Purpose

This is a new role within the Giving Team and will complement an already highly motivated and successful group of fundraisers. The primary objectives of this role are to:

- Manage a Stewardship portfolio of existing LBS supporters, ensuring that they receive the highest level of tailored relationship-based stewardship so that they feel informed and close to the School and motivated to continue their support
- Working together with frontline fundraisers who will act as the external partner for each of the stewardship relationships, understand the interests and motivations of these donors to create tailored and systematic communications and stewardship plans
- Liaising with colleagues in the Donor Relations team to ensure that relationship and operational stewardship plans are aligned and that communications are seamless, appropriate and timely
- Working with colleagues in the Research and Data teams, track any changes to the donor's professional career or personal philanthropic interests and to record these on the Fundraising CRM database – Raiser's Edge – in accordance with UKGDPR
- With the support of the Director of Giving, be responsible for tracking personal KPIs and exploring opportunities across the School, which can be shared with donors in the stewardship programme
- Work with colleagues in Alumni Engagement and the Strategic Events Manager to identify opportunities for cross-working including events both in the UK and internationally to further develop donor relationships with the School
- Collaborate with Prospect Research, Giving Team and others to identify any potential Campaign Leadership Board members who are existing donors

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Relationship Management and Fundraising Support

- Working with fundraisers, Donor Relations and others across Advancement to ensure current supporters are engaged appropriately to encourage their continued giving commitments
- Manage a stewardship portfolio of between 200 - 250 donors, regularly and strategically review progress with the relevant fundraiser, Director of Giving and Prospect Research team
- Carefully track the progress of donors through their stewardship plans, utilising the database and Power BI to record donor interests and to match these up with opportunities from across the School
- Work with the Prospect Research team and fundraisers to flag important changes to a donor's professional profile, which may influence their interests in the School or their propensity / ability to support LBS
- Liaise with MarComms and the Donor Relations Manager to source, identify and then communicate to donors in their areas of interest and to track this throughout the year.

- Ensure that the stewardship portfolio strategy is aligned to the Giving and wider departmental and School strategy and goals
- Working with the Data team and in collaboration with Donor Relations, provide timely and accurate progress reports, highlighting portfolio analysis, donor retention and gift fulfillment rates
- Working with the Campaign Director and others, contribute to the planning process for the next fundraising campaign

Collaboration and Stakeholder Management

- Work closely with colleagues from across the Giving team to identify new prospects through the contact networks of our existing supporters and alumni
- Work with Giving Team and others to ensure any referrals from existing donors are fed back to Prospect Research team
- Regularly liaise with Donor Relations team to ensure delivery of seamless and outstanding stewardship for existing donor
- Through regular and ongoing communication with our Alumni Engagement colleagues, identify stewardship opportunities for existing supporters, including our flagship events such as Reunion and Worldwide Alumni Celebration
- Close collaboration with the Strategic Events Manager to deliver high impact, cultivation and stewardship events, in support of the development of fundraising
- Work closely with the Donors Relations team to support our flagship stewardship event – the Donor Reception
- Frequent communication with the Prospect Research team to ensure donor profiles are updated and that we are aware of any changes in their interests in the work of the School
- Attend Portfolio Review meetings and have regular catch-ups with the fundraisers across Advancement to ensure that both parties are updated on the progress of a donor, that their stewardship strategy is delivering the required results and that communications are donor centric and tailored.
- Represent the team to colleagues, stakeholders and cross-School groups as necessary, fostering a culture of enabling One-Team working

Delivery, Analysis and Support

- Working closely with the Donor Relations team to ensure that relationship and operational stewardship strategies and processes are aligned and support each other
- Work with colleagues in the Donor Relations team to develop tailored activity / stewardship plans for each donor; taking account of key operational stewardship activities, giving history and areas of interest in the School
- Administrative and/or operational tasks in accordance with defined policies, procedures and instructions to ensure the first-class service to all donors in the portfolio
- Provide updates to fundraisers about the progress of each donor stewardship plan and ensure that communications are disseminated in a timely fashion
- Play a leading role on the Stewardship Campaign Working Group to ensure that any developments in the area are considered and shared with other key stakeholders including Data, Research and Donor Relations
- Alongside frontline fundraising, responsible for maintaining donor profiles, communications and information are updated on Raiser's Edge, in accordance with UKGDPR

- Draft and develop communications, updates and key messages from across the School, which will be of specific interest to each of the donors in the portfolio
- Working with colleagues in the Data team develop tracking mechanisms through Power BI that can be used to segment donors by interest, fund type and geographical location so that communications can be easily disseminated to groups of donors with a personalised approach.

Miscellaneous

- To follow procedures and protocol with systems and administrative actions including accurate and frequent database usage and reporting (Raiser's Edge)
- Any other appropriate duties as assigned by the Director of Giving

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Knowledge, Qualifications and Skills Required

- Strong knowledge of fundraising principles and relationship management at a Principal and Major Gifts level, ideally within a University or Higher-education Institution
- Outstanding written and verbal communications and influencing skills, with the ability to negotiate, collaborate and influence internal stakeholders including senior leadership, fundraisers and colleagues in the Donor Relations Team
- A desire to understand donor giving intentions and interest
- Excellent organisational skills and the ability to manage a large and diverse portfolio of high-profile donors.
- Mature, confident and well-presented, able to handle sensitive and confidential information with tact and integrity.
- Strong knowledge of working with Customer Relationship Management (CRM) databases, to effectively manage relationships with influential and high value supporters
- Thorough knowledge of MS Office packages and a good understanding of databases systems including Raisers Edge.
- Innovative, creative and energetic approach to relationship development, target driven and with the ability to priorities work and adhere to deadlines
- A commitment team player who enjoys working collaboratively and sharing / taking on board new ideas
- Bachelor's degree or equivalent experience

Staff	N/A
Budgets	No
Date Updated	09/06/2021