

JOB DESCRIPTION

Job Title	Associate Director, Alumni Engagement		
Reports to	Executive Director, Alumni Engagement		
Department	Advancement		
Job Family	Relationship	Level	5

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

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 to secure its position in the premier league of business schools. Our Advancement purpose is to nurture our relationships with alumni and friends by walking the learning journey for life with our community. We aim to nurture this lifelong relationship through a set of comprehensive engagement activities including but not limited to communications, networking and continued learning opportunities. We also aim to inspire, together with all of our colleagues across the School, transformational fundraising to advance the School's vision.

The Advancement team is formed of the Alumni Engagement, Philanthropy, Proposition Development and Operations & Donor Relations teams under the leadership of the Associate Dean, Advancement and is a part of the school's Engagement Team reporting into the Dean.

The LBS alumni community links more than 55,000 alumni in more than 150 countries. The School provides alumni with a range of services including access to an extensive range of online services including library databases and contact information for alumni, students and faculty. It also supports a range of Alumni Regional and Professional Interest clubs as well as flagship events including Reunion, Reunion for New Alumni, Dubai Reunion and our annual Worldwide Alumni Celebration.

In November 2022, we launched a school-wide 5-year, £200 million fundraising campaign in support of our world-class faculty, research, learning facilities and student scholarship.

Job Purpose

The Associate Director, Alumni Engagement, is responsible for our Alumni Experience team. This includes informing and educating alumni, including new/impending LBS graduates, on how to fully leverage their LBS lifelong relationship via technology, Forever Learning and relevant benefits (e.g., library, clubs, events). As the deputy to the Executive Director, this role can also step in and represent all of Alumni Engagement when necessary.

This role focusses on reaching as many alumni as possible in a meaningful way. Instrumental to this is the smooth transition from student to alumni, ongoing access to our services and learning benefits and opportunities to connect with the School. From clarifying governance issues to advocating for the Alumni Experience across the School to the prioritization of resources, it is the Associate Director, Alumni Engagement's responsibility to understand the range of needs of our alumni- particularly those less vocal- and ensure the school works to engage them.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Contribute to the development of strategy for Alumni Engagement, ensuring that plans are aligned to wider Advancement/Engagement strategy and overall School goals.
- Develop plans for incoming and current alumni and oversee their implementation to ensure delivery against engagement targets.
- Lead the development of Key Performance Indicators to support the assessment of the strength/quality of relationships and/or the impact of engagements
- Ensure communications to Alumni are effective and contactability as up to date as possible, working with the Data and Communications teams.
- Drive, support and influence Lifelong Learning opportunities across the school.

Relationship Management

- Drive a world-class service in Alumni Experience, regularly reviewing quality to ensure service meets Alumni and/or stakeholder needs, and alignment with London Business School goals.
- Anticipate stakeholder issues, resolving them collaboratively to ensure that the service provided meets the standard expected by London Business School alumni.
- Utilise expertise and insight to create opportunities and lead the development of initiatives/ solutions, ensuring that London Business School's alumni experience remains market leading.
- Ensure relevant materials and resources are used to target alumni needs and to further develop current or prospective relationships.
- Manage complex Alumni issues including complaints and issues relating to the Alumni code of conduct. Ensure Alumni code of conduct is fit for purpose and up to date.

Analysis and Reporting

- Use systems and data to track alumni engagement levels and use this information to make decisions regarding current and planned initiatives.
- Identify trends with alumni, provide insight and suggest action to develop the School's relationships.
- Analyse existing and commission new reports and wider data sets to establish themes and trends and use this insight to inform decision making regarding alumni.
- Own the pipeline for Alumni Experience: Services and Learning, Transition and Technology ensuring that forecasting is accurate, and new opportunities are continually developed.

Communications

- Liaise with the Communications team to ensure successful delivery of strategic communications plans for Alumni community.

Project Management

- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery across Alumni Engagement and Advancement as required.

Proposition Knowledge

- Research and keep up-to-date with industry and technological advancements and trends and use these to ensure that innovative and effective alumni solutions are proposed.
- Develop deep understanding of London Business School and competitor offering and use this knowledge to inform innovative and high-impact alumni/stakeholder proposals.

Supplier/Contractor Management

- Monitor the quality of work delivered by third-party supplier/contractors against agreed service level agreements to ensure it is to the required standard, and provide feedback on performance to management. Take action as necessary based on feedback and escalate issue resolution when required.

Collaboration and Stakeholder Management

- Build relationships with and influence multiple stakeholders across the School, to help smooth decision making and provide a seamless, world-class alumni experience.
- Take the lead on and/or represent the team in cross-departmental initiatives to enable London Business School to better meet its strategic goals.
- Work closely with Advancement and School colleagues to capitalize on internal and external relationships.

Financial Management

- Contribute to the development of and lead the control of relevant budgets to ensure value for money and cost control.

People Management

- Lead a small team of individuals focused on driving awareness and delivering access to a broad range alumni services, learning, technology, transition and experiences.
- Define and communicate priorities and workload in line with the plans, ensuring resources are aligned and appropriately deployed.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.

KPIs:

- Well defined, clearly communicated and executed strategies and/or plans for Alumni Experience.
- Engagement targets met or exceeded.
- High customer satisfaction and strong stakeholder and cross-team working relationships developed.
- Development and delivery of market leading solutions and initiatives.
- Contribution to improvement in performance for the team or department.
- Production of high-quality reports, with complex analysis to support customer understanding and management decision-making.
- Projects delivered on time, on budget and to quality standards.
- Contribution to cross-School initiatives.
- Contribution to continuous improvement in School rankings.
- Successful resolution of alumni-related governance and/or code of conduct issues.

Knowledge, Qualifications and Skills Required

- Bachelor’s degree or equivalent experience.
- Professional qualification or equivalent experience.
- Excellent communication skills and the ability to develop and maintain alumni and stakeholder relationships at senior levels.
- Highly skilled in negotiation, networking, and influencing.
- Ability to manage multiple internal and external stakeholders.
- Ability to prioritise and focus on material issues.
- Extensive awareness of the activities of the organisation and competitor schools.
- Ability to scan the horizon, identify industry best practice and translate this into future planning.
- Proven financial management skills.
- Experience of leading a team in a senior level role.

Resources including team management

Head of a team of 5 employees

Staff	
Budgets	
Date Updated	25 July 2024