

JOB DESCRIPTION

Job Title	Development Manager, Students and New Alumni		
Reports to	Director, Annual Giving		
Department	Advancement		
Job Family	Relationship	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 department is focused on advancing the vision and ambition of the School by engaging with its 53,000 stakeholders and friends in over 155 countries. Meaningful engagement includes extensive school communications, lifelong learning opportunities, a significant digital network accessed through the LBS Hub and London.edu, social events such as reunions and the Worldwide Alumni Celebrations and numerous activities through 120 alumni clubs and professional interest groups worldwide. The interests and views of the alumni community are represented by the Alumni Council, who work in partnership with the School to develop, enhance and support a network of mutually beneficial and enduring relationships.

Advancement manages all fundraising programmes for the School including the Forever Forward Campaign, which was launched in November 2022 with a target to reach £200 million. This follows the School's first campaign completed in 2016 which funded a new building, investment in faculty research and Chairs, and scholarships. It

closed two years early with £125 million committed, successfully fuelling the School's growth and securing its position in the premier league of business schools.

Advancement works closely with the Dean, Governing Body, Alumni Council, Campaign Leadership Board, faculty, alumni, students, friends, corporates, foundations, and others to help develop a community of supporters for the School.

The teams that make up Advancement at LBS are: Operations & Donor Relations, Alumni Engagement, and Philanthropy.

Job Purpose

This newly created role will play a key part in re-establishing and delivering a student philanthropy programme and engaging with new alumni from 0-5 years after graduation. It sits within the Annual Giving team, which is responsible for income generation at the £1k-£50k level and leads on reunion fundraising, leadership annual giving through the Regent's Circle, student philanthropy, giving days and direct appeals via mail, email and telephone.

The Development Manager, Students and New Alumni plans and executes fundraising efforts for assigned cohorts of current students, and new alumni. The role will promote fundraising through the celebration of key milestones for students and alumni including graduation and anniversaries of graduation (reunions). The post holder recruits, motivates and manages groups of fundraising volunteers to deliver peer-to-peer fundraising, secures gifts from students and new alumni through one-to-one interactions, and works closely with Advancement colleagues and staff around the School to build a culture of philanthropy and maximise class participation and total funds raised.

The post holder may also take the lead on other special projects to advance class-based or volunteer-based fundraising.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Relationship Management and Fundraising

- Devise and deliver comprehensive integrated fundraising plan for each class in assigned portfolio to reach participation, Regent's Circle donor and philanthropic income targets.
- Identify, recruit, motivate and manage fundraising volunteers for each assigned student and new alumni class, building and developing lasting relationships; ensure a fulfilling and rewarding volunteer experience.
- Coordinate peer-to-peer ask assignments, provide resources to facilitate solicitations, and follow up to close and document gifts.
- Conduct class screenings with volunteers to identify new leadership level prospects and share intelligence with Research team and relevant members of wider Philanthropy team.

- Be the first point of contact for students interested in learning more about supporting the School philanthropically.
- Work with Head of Annual Giving on email appeals to students and new alumni.
- Manage prospect, volunteer and donor issues and concerns to achieve the best possible outcome for the individual, the class and the School.
- Work with Prospect Research team and colleagues across the Advancement team to identify new prospects and actively promote unrestricted giving in support for the School's core activity.
- Work closely with Alumni Engagement team to integrate key engagement messaging and align student and new alumni social and fundraising activities, and to steward all volunteers in a consistent way.

Analysis and Reporting

- Work with Data team to analyse past performance and other giving data to recommend targets for each class in terms of participation, Regent's Circle donors and philanthropic income.
- Monitor and report progress against targets, including performance of email campaigns.
- Follow procedures and protocol with systems and administrative actions including accurate and frequent database usage and reporting (Raiser's Edge)
- Liaise across the team to prepare reports to inform planning and decision making.

Strategy and Planning

- Plan and execute giving programmes for students (e.g. giving days and graduating class gifts) which will inspire maximum engagement.
- Prepare presentations and briefing materials; refine and develop resources available to volunteers, including collateral that outlines the case for support.
- Work with student volunteers to plan and execute activities to increase a culture of giving on campus.
- Work with Alumni Engagement team to support planning and execution of volunteer and donor stewardship, including on-campus receptions during reunions.

Collaboration and Stakeholder Management

- Seek input from Advancement and Degree Education colleagues to identify volunteers and prospects.
- Build strong working relationships with members of the Student Association and with key student club leaders.
- Work with fundraisers in Major Gifts and Principal Gifts to formulate plans for students and alumni in their portfolios and coordinate across Advancement to ensure all prospects are appropriately solicited.
- Regularly liaise with Annual Giving team colleagues and Stewardship and Donor Relations teams to ensure delivery of seamless and outstanding stewardship for donors.
- Ensure frequent communication with Prospect Research team to ensure prospect pipelines and moves management processes are up to date and new prospective funders are identified.

- Represent the team to colleagues, stakeholders and cross-School groups as necessary, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
- Build a network of stakeholders across the School including Marketing, Communications and Degree Education (Admissions, Programme Management and Student Activities), to facilitate improved communication and maintain knowledge of opportunities with clients and stakeholders across the School.
- Represent School leadership at external events and conferences, where required.

Miscellaneous

- Any other appropriate duties as assigned by the Director of Annual Giving.

Knowledge, Qualifications and Skills Required

- Demonstrable experience of managing, influencing and motivating senior volunteers (or stakeholders).
- Demonstrable experience of individual fundraising desirable.
- Experience of annual giving activity, ideally within a university or higher-education institution desirable.
- Experience of closing gifts over £1,000 desirable.
- Bachelor’s degree or equivalent experience.
- Outstanding written and verbal communication and influencing skills, with the ability to negotiate, collaborate and influence internal/external stakeholders.
- Proficient at developing relationships and influencing and negotiating at a senior management level, internally and externally.
- Experience of navigating a wide variety of international cultures desirable.
- Excellent organisational and project management skills.
- Mature, confident and well-presented, able to handle sensitive and confidential information with tact and integrity.
- Innovative, creative and energetic approach to fundraising and relationship development.
- Self-motivated, target driven with the ability to prioritise work and adhere to deadlines.
- A committed team player who enjoys working collaboratively.
- Thorough knowledge of MS Office packages and ideally a good understanding of databases systems including Raisers Edge.

Budgets	
Updated	01/12/2025