

JOB DESCRIPTION

Job Title	Copywriter (Advancement)		
Reports to	Senior Communications Manager		
Department	Advancement		
Job Family	Brand	Level	High 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

The Advancement purpose is to lead on the development and enhancement of the LBS community.

The group's key activities are managing our relationship with our alumni, fundraising from individuals, corporations, foundations and trusts by developing and leveraging proactive and long-term relationships with these constituents. To achieve this, the Department works closely with internal and external stakeholders, such as the Dean, Governing Body, faculty, students, staff, alumni, corporations, foundations and others.

In 2016 LBS completed its first ever comprehensive fundraising campaign to support world-class research, scholarships and innovative new facilities, raising over £125m.

In November 2022 the School launched its second strategic fundraising Campaign Forever Forward, with a goal of £200m raising funds towards Scholarships, Research, the Learning Environment and Innovation.

This is a very exciting point to be joining the Advancement team. Members of the department at all levels will play a major role towards the Forever Forward Campaign.

Job purpose

This collaborative role will engage with stakeholders at all levels.

Key responsibilities include the production of sophisticated major gift proposals, writing of annual appeals and general copy writing and proofing support towards Campaign communications and ongoing alumni engagement events and activities.

Building community through communications to deliver fundraising results is one of the primary strategies of Advancement and this position will play a key role towards this objective.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

- Working with Principal and Major Gift fundraisers to develop high-level bespoke philanthropic proposals where existing templates will not suffice. This is most commonly necessary for solicits at the highest levels (7 figure+).
- Leading on Campaign copy requirements including refinements of the case for support, supporting the creation of any new campaign website content and production of any new Campaign collateral.
- Writing key Campaign communications on behalf of school leadership including gift announcements, state of the School letters or key Campaign messaging.
- Providing general copy and proofing support to the Advancement team at large, and in particular, supporting the Alumni Engagement Team with copy requirements (e.g., the alumni newsletter, event invitations, announcements) and supporting the Giving Team with fundraising appeals.
- Writing and editing effective copy that raises funds and/or increases engagement with the School across a variety of media (including emails

Personal Specification

- Embraces collaboration and brainstorming and works well with colleagues across the School, sharing examples of best practice with colleagues and stakeholders, to support continuous improvement.
- Excellent communication skills (written and oral), with the ability to engage a variety of external audiences and internal stakeholders at all levels.
- Experience writing within a fundraising context for donor audiences highly desirable.
- Excellent proofing skills
- Good at working under pressure and meeting the needs of multiple clients including senior stakeholders.
- Positive self-starter attitude with high-level of initiative.
- Exceptional organisational and task management skills, good at meeting deadlines.
- Excellent attention to detail.

Resources including team management
NA

Staff	
Budgets	
Date Updated	