

JOB DESCRIPTION

Job Title	Stewardship Manager		
Reports to	Senior Stewardship Manager		
Department	Giving – Advancement		
Job Family	Stewardship	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.

We believe passionately in the importance of Diversity, Inclusion and Belonging and strive to ensure that our students, faculty and staff reflect the rich diversity of our home city, London.

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 about to launch our next school-

wide fundraising Campaign before the end of 2022, with an aim of raising £200m in support of our world-class faculty, research, learning facilities and student scholarship.

Following strategic realignment carried out in 2019, the Giving team - part of the wider Advancement team – has grown considerably over the past two years. Securing income from individuals at a range of levels, the Giving team aims to ensure long-term, sustainable funding at LBS, by building strong and lasting relationships with our students, alumni and external donors.

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

The Stewardship Manager is a newly established role within the Giving Team. They will play an integral role in furthering the ambitions of the recently established stewardship programme, which has primarily been established for Major and Principal Donors to the School. The stewardship programme has been designed to complement the work of a highly motivated and successful group of fundraisers and this role would be ideal for someone who likes to think creatively but who is equally as comfortable with scheduling and creating content plans.

The primary objectives of this role are:

- Assisting with the expansion of a comprehensive stewardship programme for Major and Principal donors
- Creating communications and content that provides opportunities for Major and Principal fundraisers to use when reaching out donors within their respective portfolios
- Tracking the effectiveness of the stewardship programme and developing ways in which these metrics can be shared with the broader Advancement team

Reporting to the Senior Stewardship Manager, this role will work on and lead specific stewardship projects and initiatives in support of the Giving Team. The Stewardship Manager will be responsible for assisting with the creation of tailored and systematic communications and stewardship plans in addition to:

- 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 to track changes to the donor's personal philanthropic interests and to record these on the Fundraising CRM database – Raiser's Edge – in accordance with UKGDPR
- Working with colleagues in Alumni Engagement to identify opportunities to further develop donor relationships with the School
- Working with the Strategic Events Manager to identify opportunities to create stewardship-centric events

Ideally, the Stewardship Manager would be looking for an opportunity to take on a more varied, well-rounded role. The successful candidate will have a strong attention

to detail, be organised and adaptable. They will be comfortable using their initiative and ingenuity to come up with creative stewardship solutions. Ideally, they will also have experience with writing compelling content for a variety of audiences.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Relationship Management

- Work with fundraisers, Donor Relations and others across Advancement to ensure donors in the stewardship programme are engaged appropriately to encourage their continued giving commitments
- 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
- Proactively create collateral and content for major and principal gift fundraisers, including preparation of documents, presentations, reports, and data, in support of stewardship meetings with donors
- Act as a dedicated point of contact and an advisor to colleagues on all matters regarding stewardship at the School.
- Ensure that donors are provided excellent stewardship through regular communications over the academic year (collaborating closely with colleagues in Advancement, Brand and Marketing, Admissions and Recruitment, and others, as necessary).
- Provide an exceptional stewardship experience for donors and fundraisers alike with a high level of verbal and written communication.

Collaboration and Stakeholder Management

- Develop and execute the plan for the School's flagship annual stewardship event – the Donor Reception
- Through regular and ongoing communication with our Alumni Engagement colleagues, identify stewardship opportunities at flagship events such as Reunion and Worldwide Alumni Celebration
- Represent the team to colleagues, stakeholders and cross-School groups as necessary, fostering a culture of enabling One-Team working
- Ensure alignment with wider processes, in particular working closely with the Donor Relations Manager and Senior Stewardship Manager, to ensure these fit in with the wider donor relations and stewardship matrix.

Delivery, Analysis and Support

- Working with the Senior Stewardship Manager and other colleagues across the team to curate information that supports the creation of impact reports and other specialist collateral
- Working with the Senior Stewardship Manager to ensure there is a strategically relevant portfolio of content and resources available for fundraisers to utilise

- Helping to establish a library of collateral and communications that will support the movement of a donors on their respective journeys (both in and out of the stewardship programme)
- Work closely with the Donor Relations team to create stewardship collateral and communications that are triggered by certain stages in the donor journey (such as pledge renewals or annual reminders)
- Working with colleagues in the Data team to develop tracking mechanisms through Raisers Edge and 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.
- Using the information obtained through Raisers Edge, Power BI, and other relevant channels, analyse and provide reports on the effectiveness of specific stewardship communications

General

- Represent the stewardship team to colleagues, stakeholders and cross-School groups, enabling cross-working
- Champion change by role modelling the behaviour expected from all colleagues and follow through on new activities or actions brought about change to help assist with its successful implementation.
- In the absence of the Senior Stewardship Manager, act as a primary contact for stewardship enquiries

Knowledge, Qualifications and Skills Required

- Someone who equally enjoys creative and operational tasks
- Excellent coordination and prioritisation skills, with experience of managing a range of different stakeholders
- Great interpersonal and communication skills with a desire to work within and support colleagues to deliver the wider team strategic priorities and operational objectives.
- Proven experience of writing compelling content including reports, emails, letters preferably in a marketing or fundraising role.
- Knowledge of working with Customer Relationship Management (CRM) databases, to effectively manage relationships with influential and high value supporters
- A desire to understand donor giving intentions and interest
- 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 collaborating with a broad range of stakeholders and sharing new ideas

Resources including team management

N/A

Staff

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Budgets	No
Date Updated	26/10/2022