

# JOB DESCRIPTION

<b>Job Title</b>	<b>Campaign Manager</b>		
<b>Reports to</b>	<b>Campaign Director</b>		
<b>Department</b>	<b>Advancement</b>		
<b>Job Family</b>	<b>Business Services</b>	<b>Level</b>	<b>4</b>

## 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 London Business School community. The group's key activities are managing our relationship with our alumni, fundraising from individuals by developing and leveraging proactive and long term relationships with these constituents. To achieve this, the Department works closely with external bodies and internal departments, such as the Dean, Governing Body, faculty, students, staff, alumni, friends, corporations, foundations and others. Members of the Advancement department at all levels have a major role to play in the success of the School's advancement efforts by working to build important relationships and promote the image of the School.

In 2016, the School closed a highly successful comprehensive fundraising campaign to support London Business School's world-class research, academic programmes and innovative new facilities. This raised over £125m and 124,000 volunteer hours. Members of the Advancement department at all levels played a major role in this effort by working to build important relationships and promote the image of the School.

## Job Purpose

Reporting to the Campaign Director, the Campaign Manager has overall responsibility for project management, planning and delivery for the Campaign. The role also requires overseeing Campaign strategic events plan.

Critical to success is the establishment of excellent working relationships with Senior Leadership, the whole Advancement Team and the wider internal School community, in particular Brand & Marketing.

## Key Areas of accountability and Key Performance Indicators (KPIs)

### Key areas of accountability:

#### **Strategy / Planning**

- Development and ownership of Campaign project plan and supporting critical path, enabling successful implementation by prioritising and aligning planned activities. Contribute to the development of Campaign strategy, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Support Campaign Director to ensure Campaign plans are aligned to wider departmental corporate plan and 5 year School strategy
- Strategically map and commission events in line with Campaign needs for key stakeholder groups to ensure Campaign momentum and messaging is maintained and maximised throughout life of Campaign. This will require working with stakeholders across Advancement

#### **Project Management**

- Establish robust timelines and set clear ownership around deliverables of Campaign project plan. Regularly liaise with cross teams and school workstream owners to ensure timely delivery of plan including tracking and management of key milestones and deadlines and regular reporting back on progress to Campaign Director.
- Plan and deliver ad-hoc Campaign projects and activities (e.g. 60th Anniversary), leading on work streams and building and leading project groups as appropriate
- Lead on the delivery of a portfolio of projects in relation to Campaign, managing external suppliers/ contractors to ensure successful delivery within budget and to quality standards and targets.

#### **Financial Management**

- Maintain project risk register and update team/escalate issues to Campaign Director as appropriate, including regularly monitoring and updating Campaign budget to ensure all areas are delivered within agreed budget.

### **Analysis and Reporting**

- Contribute to the creation and delivery of presentations to variety of internal and external audiences. (Team meetings, Campaign Roadshow, Governing Body, Campaign Leadership Board)
- Liaise across the team to commission regular Campaign reports to track progress / KPIs and to inform planning and decision-making. (Campaign updates to Dean's office, monthly ALT reports, reports to other stakeholder groups as required).
- Extract data from multiple sources, check its integrity and produce reports for use by management.
- Liaise across the team to prepare complex reports to inform review, planning and decision-making.

### **Collaboration**

- Represent Campaign to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate for best business solutions.

### **Supplier/Contractor Management**

- Monitor the quality of work delivered by third-party suppliers and agencies against 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.

### **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:**

- Delivery of high-quality service in area of specialism.
- Development of solutions and improvements to complex issues within own area of specialism.
- Production of high-quality reports, with complex analysis to support management decision-making.
- Contribution to cross-School compliance with regulations and legislation.
- High-quality work delivered by third-party contractors and agencies.

- Projects delivered on time, on budget and to quality standards.
- Strong cross-team working relationships with key stakeholders.
- Positive feedback from students, colleagues and stakeholders.
- Improvements in commercial performance for the team or department.
- Contribution to the development of policies, processes and systems.

### **Knowledge/Qualifications/Skills/Experience required**

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Excellent communication skills with the ability to engage a variety of audiences.
- Significant experience of software related to own area of specialism, with the ability to build basic models or tools.
- Sound working knowledge of policies, regulations and legislation in area of specialism

### **Resources including team management**

- Ability to manage multiple internal and external stakeholders at all levels
- Ability to prioritise and focus on material issues.
- Preferred: in-depth knowledge of business education/specialist area.
- Experience of leading projects.
- Experience in effectively managing external suppliers/contractors.
- Financial management experience and commercial acumen.

<b>Staff</b>	
<b>Budgets</b>	
<b>Date Updated</b>	