

# JOB DESCRIPTION

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|-------------------|---|--------------|----------|
| <b>Job Title</b>  | <b>Senior Stewardship Manager</b>                         |              |          |
| <b>Reports to</b> | <b>Associate Director, Operations and Donor Relations</b> |              |          |
| <b>Department</b> | <b>Advancement (Engagement)</b>                           |              |          |
| <b>Job Family</b> | <b>Relationship</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.

We believe passionately in the importance of Diversity, Inclusion and Belonging and strive to ensure that our student, 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 November 2022 the School launched its second comprehensive fundraising campaign with an aim of raising £200 million in support of London Business School's world-class faculty, research, learning environment and scholarships.

## Job Purpose

The Senior Stewardship Manager will devise and drive forward a cohesive stewardship programme that supports all donors, with a focus on those giving over £100,000.

The primary objectives of this role are to:

- Manage a stewardship portfolio of existing Principal and Major gifts donors (six, seven and eight figure donors) ensuring that they receive the highest level of bespoke relationship-based stewardship, which meets donors' expectations and adheres to the funding agreements in place.
- Working together with frontline fundraisers who will act as the external partner for each of the stewardship relationships, understand the interests and motivations of these donors to create tailored and systematic communications and innovative stewardship plans.
- Liaise 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.
- Responsibility for management, coordination and production of a suite of annual impact reports – including our flagship annual stewardship communications.
- Work with colleagues in Alumni Engagement and the Donor Relations, Events Manager, to identify opportunities for cross-working including events both in the UK and internationally to further develop donor relationships with the School.
- Manage the Stewardship Manager to provide support to the stewardship function and to deliver excellent stewardship crossing a variety of outputs and forms to our broader donor base with less of a focus on the Major and Principal gift cohorts.

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

### **Key areas of accountability:**

#### **Strategy and Planning**

- Working with the Associate Director, Operations and Donor Relations, and the Directors of Annual, Major and Principal Giving to develop the stewardship strategy for our donor community, ensuring that plans are aligned to the wider Campaign and School priorities.
- Establish an annual stewardship activity plan that outlines key activities and accountabilities across the team.
- Aligned to donor agreements, develop tactical stewardship engagement plans and lead their implementation to support the achievement of donor retention and new income commitment targets at the Major and Principal gift levels.
- Contribute to the development of Key Performance Indicators to support the assessment of the strength of relationships and the impact of stewardship engagements on existing donor base.
- Manage the stewardship budget, in consultation with the Associate Director, Operations and Donor Relations

#### **Relationship Management**

- Build and develop lasting relationships with fundraisers, wider Philanthropy team colleagues, Donor Relations colleagues, and others across Advancement to meet targets and ensure donors are engaged appropriately to encourage their continued giving.
- Drive production of relevant materials and resources used to target donor needs and to further develop donor relationships. Including working with the Brand and Marketing and Communications teams to identify content, events and editorial to utilise.
- Support fundraisers with a regular and appropriate set of communications and touchpoints with Major and Principal gift donors.

- Proactively utilise relationship management skills and London Business School knowledge to make connections and spot opportunities to achieve and exceed engagement targets.
- Investigate and assess complex issues raised by fundraisers regarding the on-going stewardship of their donors and employ established techniques to resolve the issue and maintain and/or improve relationships.
- Manage a focused stewardship portfolio of Major and Principal gift donors, proactively, regularly and strategically reviewing progress with relevant fundraisers and other team members as required.

### **Analysis and Reporting**

- Work with colleagues in the Data team to develop tracking mechanisms through Power BI that can be used to segment donors and so communications and outreach can be personalised.

### **Project Management**

- Project manage the development, curation and delivery of a suite of donor reports to demonstrate impact of giving at LBS. Reports should effectively steward the existing donor base crossing all Campaign funding priorities and serve the breadth of our donor community.
- Lead the production of the annual Impact Report, working with others across the department, and liaising with the Donor Relations team who produce the donor roll material.

### **Collaboration, Communication and Stakeholder Management**

- Working closely with the Donor Relations team ensure that relationship and operational stewardship strategies and processes are aligned, for example the final gift thank you process.
- Work with Alumni Engagement colleagues to identify stewardship opportunities for existing supporters, including our flagship events such as Reunion and Worldwide Alumni Celebration.
- Support the Philanthropy and Campaign team to identify group stewardship opportunities for the Campaign Leadership Board.
- Commission and closely collaborate with the Donor Relations, Events Manager to deliver high impact stewardship events.
- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
- Pro-actively provide updates to fundraisers about the progress of each donor stewardship plan.

### **People Management**

- Manage the Stewardship Manager to provide support to the stewardship function and to deliver excellent stewardship crossing a variety of outputs and forms to our broader donor base, with less of a focus on the Major and Principal gift cohorts.

### **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:**

- Development of relationships with current and/or prospective clients and stakeholders.

- Successful delivery of annual stewardship plans for LBS donors.
- Engagement/satisfaction/revenue targets met or exceeded.
- Contribution to improvement in performance for the team or department.
- Production of high-quality reports.
- Projects delivered on time, on budget and to quality standards.
- Contribution to innovation within own area.
- Strong cross-team working relationships developed with key stakeholders.
- Improvements in commercial performance for the team or department.
- Contracts negotiated that protect the interests of London Business School.

### Knowledge, Qualifications and Skills Required

- Relevant educational experience.
- In depth knowledge and demonstrable experience of stewardship and fundraising principles, ideally within a University or Higher-education Institution.
- Ability to manage multiple internal and external stakeholders.
- Experience of leading projects.
- 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.
- Excellent analytical and problem-solving skills.
- Financial management experience and commercial acumen.
- Ability to prioritise and problem solve.
- Experience in effectively managing external suppliers/contractors.

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| <b>Staff</b>        | Stewardship Manager |
| <b>Budgets</b>      | Stewardship budget  |
| <b>Date Updated</b> | October 2024        |