

JOB DESCRIPTION

Job Title	Development Manager, Reunion		
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 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, Forever Forward, with an ambitious target of £200M. Forever Forward aims to secure investment in the future of the School and raise significant levels of income in support of our world-class faculty, research, learning facilities and diverse student community. We have currently secured £81M, and are at an exciting juncture for the Campaign with a new Dean joining and celebrating our 60th Anniversary next year.

Following a strategic realignment in 2023 the new Philanthropy and Campaign team - part of the wider Advancement team - has been established. The Philanthropy Team incorporates the Annual Giving, Major Giving and Principal Gifts teams. This role sits in the Annual Giving team, which is responsible for income generation at the £1-£50k level. This team is instrumental in creating a culture of philanthropy at LBS whilst supporting the delivery of *the Forever Forward* fundraising campaign. The team 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 teams that make up Advancement at LBS are Operations & Donor Relations, Alumni Engagement and Philanthropy & Campaign.

Job Purpose

The Development Manager, Reunion plans and executes fundraising efforts for assigned classes celebrating their milestone anniversaries of graduation (Reunions). The post holder recruits, motivates and manages a group of fundraising volunteers to deliver peer-to-peer fundraising, secures leadership-level gifts (£1000+) from alumni celebrating their Reunion through one-to-one interactions, and works closely with Advancement colleagues to maximise class participation and total 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, growing participation, number of Regent's Circle donors and philanthropic income
- Identify, recruit, motivate and manage fundraising volunteers for each assigned Reunion 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
- Proactively manage a portfolio of prospects to secure leadership gifts (£1000+)
- Conduct class screenings with volunteers to identify new leadership level prospects and share intelligence with Research team and relevant members of wider Philanthropy team
- Work with Head of Annual Giving on email appeals to alumni in Reunion
- Manage prospect, volunteer and donor issues and concerns to achieve the best possible outcome for the individual 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 align and integrate reunion social and gift activities, and to steward all reunion volunteers in a consistent way

Analysis and Reporting

- Work with Data team to analyse past Reunion 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 Reunion 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

- Prepare Reunion presentations and contribute to briefing materials; refine and develop resources available to Reunion volunteers, including collateral that outlines the case for support
- Work with Alumni Engagement team to support planning and execution of reunion volunteer and donor stewardship, including on-campus receptions during reunions

Collaboration and Stakeholder Management

- Work with fundraisers in Major Gifts and Principal Gifts to formulate plans for reuniting alumni in their portfolio and coordinate across Advancement to ensure all prospects are solicited for reunion gifts
- Seek input from Advancement colleagues to identify Reunion volunteers and prospects
- Regularly liaise with Annual Giving team colleagues and Stewardship and Donor Relations teams to ensure delivery of seamless and outstanding stewardship for existing donors, primarily within the context of Reunion
- 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, Faculty, Degree and Executive Education, 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 individual fundraising
- Experience of annual giving activity, ideally within a university or higher-education institution desirable
- Demonstrable experience of managing, influencing and motivating senior volunteers (or stakeholders)
- Experience of closing gifts over £1,000 desirable
- Bachelor's degree or equivalent experience
- Outstanding written and verbal communicating 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
- Excellent organisational 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 priorities work and adhere to deadlines
- A committed team player who enjoys working collaboratively
- Thorough knowledge of MS Office packages and a ideally a good understanding of databases systems including Raisers Edge.

Staff	
Budgets	
Date Updated	05/08/2024