

JOB DESCRIPTION

Job Title	Annual Giving Manager		
Reports to	Head of Annual Giving		
Department	Advancement		
Job Family	Business Services	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

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.

The Advancement team is formed of the Alumni Engagement, Giving, Campaign and Operations & Donor relations teams under the leadership of the Associate Dean, Advancement.

The alumni community links more than 50,000 alumni in more than 130 countries. The School provides alumni with a range of services including access to an extensive range

of online services including library databases and contact information for alumni, students and faculty via LBSHub. Alumni interests are represented by the Alumni Council made up of 25 elected alumni together with five representatives of the School, including the Dean.

The Giving team raises the philanthropic funds needed to support the School's ambitious growth and to secure its position in the premier league of business schools. It works closely with the Dean, faculty, alumni, friends, corporates, foundations and others to secure funds needed to support faculty chairs, research initiatives, scholarships and campus development.

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 recently launched our next school-wide fundraising Campaign *Forever Forward*, aiming to raise £200m in support of our world-class faculty, research, learning facilities and student scholarship.

Job Purpose

To develop and maintain a robust annual giving programme which establishes a strong donor pipeline, and develops sustainable fundraising for LBS. Focus on testing of new content and channels, thorough analysis of outcomes, and embedding successful activities to increase investment in the School's vision from students, alumni, and friends.

To leverage the work across Advancement as a whole including events, student and volunteer activity.

To develop a collaborative approach with the other fundraising income streams (Leadership Annual Giving, Major Gifts, and Principal Gifts) that supports all activities and enhances relationships.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Delivery and Support

- To deliver a strategic plan of appeals activity utilising targeted, innovative campaigns with a focus on digital engagement.
- Support the Head of Annual Giving with exploring new ways of acquiring, retaining and upgrading donors by thoroughly testing both the channels and the content we use. Challenge conventional wisdom and ask questions where necessary to break down barriers to experimentation.
- To create with other members of the Giving team a robust pipeline that helps build sustainable unrestricted support, feeds the major gifts programme and delivers participation and income targets.

- Support the planning and lead on the delivery of LBS's annual giving day, Global Give, including messaging, segmentation, content and platform management.
- Take a leading role in delivering student philanthropy activities, including working with student stakeholders and galvanizing volunteers for peer-to-peer asks as part of the Graduating Gift programme
- Support the Annual Giving Coordinator with preparing and sending email appeals as necessary.

Analysis and Reporting

- Work closely with the data team and leadership to regularly monitor and evaluate appeal programme activity (acquisition, retention, upgrades, pipeline movement) against team KPIs and adjust activity accordingly if necessary.
- Work with digital comms colleagues to analyse insight from social media and email engagement to align solicitations with alumni interest in School priorities.
- Liaise across the team and other departments to prepare reports to inform planning and decision-making.

Collaboration

- Work closely with stakeholders from across Advancement and the School to facilitate the work of Annual Giving including Donor Relations, Senior Communications Manager and Copywriter, Data, Research, Alumni Engagement and Brand & Marketing.

Financial Management

- Monitor and review financial activity for own area of specialism to ensure the accurate completion of standard financial processes within budget and the provision of up-to-date information to support decision making.

Process Improvement

- Monitor processes, systems and practices within area of specialism, plan and carry out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practice thinking; follow through on improvements once agreed.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and follow through on new activities or actions brought about change to help support its successful implementation.

KPIs:

- Delivery of a high-quality appeals programme, including LBS's annual giving day.
- Engaging student volunteers to support a successful Graduating Gift programme
- Area/team compliance with necessary regulations/processes.

- Contribute to the production of reports and analysis, identifying trends and issues.
- Projects delivered on time, on budget and to quality standards and targets.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Improvements to processes and procedures in own area of specialism.
- Up-to-date and accurate financial information for own service area.

Knowledge/Qualifications/Skills/Experience required
<ul style="list-style-type: none"> • Bachelor's degree or equivalent experience • Experience of working within a professional fundraising operation • Understanding of alumni relations/advancement/ development or the charity sector, including volunteer management • Experience working with Raisers Edge or other CRMs • Able to build a rapport with multiple stakeholders • Strong communication skills and understanding of fundraising writing • Excellent organisational and planning skills • Able to track targets in order to work towards fundraising objectives • A team player who thrives on working with others to achieve targets

Resources including team management
n/a

Staff	n/a
Budgets	n/a
Date Updated	July 2021