

# JOB DESCRIPTION

<b>Job Title</b>	<b>Donor Relations (Events) Manager</b>		
<b>Reports to</b>	<b>Associate Director, Operations and Donor Relations</b>		
<b>Department</b>	<b>Operations - 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 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 four teams: Alumni Engagement, Philanthropy, 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 Council reflects the geographical diversity of alumni as well as a range of the School's programmes and different generations of alumni.

The Operations and Donor Relations Team enables activity across the department by providing planning, project management, financial administration, Prospect Research, data and intelligence, and donor relations services.

The Philanthropy 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 launched our next school-wide fundraising campaign ***Forever Forward***, two years ago aiming to raise £200m in support of our world-class faculty, research, learning facilities and student scholarships.

## Job Purpose

As Donor Relations (Events) Manager, you will be responsible for designing and delivering a range of bespoke and strategic events for high profile audiences to advance fundraising. Leveraging your specialist events expertise, you will manage the end-to-end delivery of a portfolio of bespoke events with our key audiences in the UK and globally.

You will work in partnership with stakeholders across Advancement, the School and externally to leverage opportunities to support fundraising.

You will ensure that the right resources (both internal and external) are deployed within budget and in support of agreed objectives. You will work with stakeholders to analyse and evaluate the ROI and impact of events. You will use your knowledge and experience to put forward innovative ideas and suggestions to engage more audiences and support fundraising efforts.

To be the Advancement connector to all appropriate event opportunities created by the Institutes, Engagement team and other departments.

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

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

#### **Planning**

- Project management and delivery of fundraising events programme (VIP, major gifts and key campaign audiences).

Collaborate across the School to spot opportunities (e.g. congregation, Institute-led events) for bespoke events and create appealing events at the back of these. Ensure events are strategically aligned to Advancement objectives and the School's five year plan.

- Contribute to the development of Key Performance Indicators to support the assessments of the quality and impact of events.

#### **Relationship Management**

- Work with key stakeholders to deliver high quality, engaging and tailored strategic events that meet the needs of the respective audiences, both in the UK and globally.

- Deliver high profile events with senior members of staff and supporters (e.g. Dean, Faculty, Campaign Leadership Board members and other donors and other friends of the School).
- Act as a key liaison and a business partner for Advancement and stakeholders from across the School to build close-working relationships to ensure events are completed on time, to high standard and within budget.
- Advise stakeholders on event format, content, context and delivery to provide quality experience touchpoints focused on giving, retention and uplift.
- Create briefing documents, with guidance from fundraisers, for senior stakeholders (including the Dean, Faculty and other senior supporters).
- Apply knowledge and exercise judgement to diagnose client and stakeholder needs and match them to the right London Business School event offering.

### **Analysis and Reporting**

- Lead on a regular review of planning and organising strategic events to establish and deliver a programme of activity to support our fundraising efforts with a focus on ROI, cross-School collaboration and improving existing business processes.
- In collaboration with Prospect Development and Data teams suggest the right audiences and themes for key strategic events and develop a workplan in collaboration with senior colleagues within Advancement and across the School.
- Manage or commission data collation and analysis and use findings to develop further insights to inform decisions on future events.
- Liaise across the team to prepare evaluation and ROI reports to inform review, planning and decision making.

### **Communication**

- Deliver written and in-person event briefings to a range of senior colleagues, including the Dean, Faculty and other supporters, as required.
- Responsible for drafting event briefing documents creating templates and re-working, in collaboration with fundraisers and the Comms team for support.
- Produce detailed written reports ahead of key events to a range of senior colleagues, including the Dean, Faculty and other supporters, as required.
- Provide regular updates to the Philanthropy team on the status of current events, forthcoming events and outcome and feedback from recent events.
- Ensure Forever Forward campaign material/collateral is showcased at key events.
- Work closely with colleagues in Brand & Marketing to ensure planned events and communications are aligned to maximise opportunities to engage our audiences.
- Work closely with the Advancement Comms team to maintain visibility of Forever Forward campaign.
- Act as an ambassador for London Business School at events.
- Represent Advancement team and build rapport with key stakeholders internally and externally to deliver exceptional events.
- Build close working relationships with peers across the sector to continuously improve event offering at the School.

### **Collaboration**

- Identify and build relationships with prospective stakeholders internally and externally (Dean's Office, Faculty, Estates, Campus Services, AV team, IT support, external suppliers, venues etc) and within Advancement to achieve engagement targets, ensuring they are aligned with Advancement objectives and the School's five year plan.
- Act as the first point of contact for all strategic and bespoke fundraising events and provide expert advice, when required.
- Build close working relationship with colleagues across Engagement team to gain knowledge on planned and upcoming events in their areas to maximise opportunities for the strategic fundraising-specific events. Also to share best practice, encourage cross-collaboration and support.

- Maintain close working relationship with fundraisers who hold close working relationships with the School's institutes (e.g. Wheeler, AQR, IEPC etc) to maximise opportunities for the strategic fundraising-specific events.
- Collaborate closely within Advancement, across the School and external suppliers to enable cross departmental working to maximise engagement with fundraising key audiences and to support fundraising efforts.
- Act as an advisor/specialist and a partner internally and externally to provide intelligence and guidance related to strategic fundraising-specific events.
- Convene and lead working groups with colleagues across Advancement and more widely for key fundraising-related priorities and activities, as required (e.g. Campaign-related events, 60<sup>th</sup> Anniversary etc).

### **Project Management**

- Develop, deliver, implement and evaluate a programme of bespoke fundraising events, in collaboration with senior colleagues across the School. Ensure delivery against project time, cost and quality standards, and targets.

### **Financial Management**

- Monitor and review budget and expenditure 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.
- Support financial planning as required and in line with annual business planning.

### **Process Improvement**

- Work with the Associate Director of Operations and Donor Relations to regularly evaluate and review existing strategic events programme processes to ensure delivery of high end bespoke events, on time and within the budget.
- Ensure alignment with wider processes, in particular working closely with the Philanthropy team.
- Stay abreast of developments within the broader fundraising events sector, identifying trends and best practice.

### **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 successful programme of bespoke fundraising events on time and within budget.
- Contribution to the development of event policies and processes.
- Development of relationships with key internal and external stakeholders, and positive feedback from colleagues.
- Delivery of high-quality events.
- Engagement targets achieved or exceeded.
- Excellent client and stakeholder experience.
- Production of high-quality reports, with the identification of trends and issues.
- Projects delivered on time, on budget and to quality standards and targets.
- Up-to-date and accurate information for own area.
- Improvements in processes and procedures in own area.

## **Knowledge, Qualifications and Skills Required**

- Experience of both planning and delivering events or projects, preferably within the higher education, fundraising or charity sector.

- Experience of delivering bespoke VIP/bespoke events (desirable).
- Ability to multitask, self-prioritise and manage multiple projects at once.
- Organised, entrepreneurial and creative with strong problem-solving skills.
- A proactive self-starter and works with initiative.
- Experience of working with a range of different stakeholders.
- Excellent oral and written communication skills, with the ability to communicate effectively to a range of audiences.
- Experience of using a CRM database and Excel.
- Strong IT and data analysis skills, including Microsoft Office.
- Good project management skills.
- Budget management experience (desirable).

**Resources including team management**

<b>Staff</b>	<b>N/A</b>
<b>Budgets</b>	<b>N/A</b>
<b>Date Updated</b>	<b>August 2024</b>