JOB DESCRIPTION

Job Title	Head of Alumni Digital Experience		
Reports to	Director, Alumni Engagement		
Department	Advancement		
Job Family	Business Services	Level	4

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

This person will be responsible for defining and delivering the online digital experience for our alumni community. This will include working with others in Alumni Engagement and across the School to establish a digital customer journey for our alumni and a strategic road-map to deliver this experience. This person will be required to understand the needs and desires of our alumni and the functionality needed to deliver the alumni engagement strategy. This individual will create an online experience which delights and delivers ongoing value to our alumni.

The role will require strategic thinking and planning, alongside a deep understanding of how to design and deliver digital projects. This will include customer experience design, product selection, management of third party platforms and suppliers, and knowledge of how to connect and align digital products. Strong stakeholder management skills are also required.

This person will play a critical part in the successful delivery of the alumni engagement strategy and will work collaboratively with the Director of Alumni Engagement and other senior staff.

Job Purpose

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Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Contribute to the development of the Alumni Engagement strategy for the team ensuring that plans are aligned to the wider departmental strategy and overall School goals.
- Contribute to the development of broader operational plans, manage operational plans in own area and enable successful implementation by prioritising and aligning planned activities.
- Contribute to the development of relevant KPIs for the Alumni Digital Engagement team.

Partnering and Service Delivery

- Partner with others across the Alumni Engagement Team and Operations Team in particular to understand their business goals and provide them with professional or technical advice, sharing expertise and information to support effective decision-making.
- Manage the delivery of activities within the Alumni Digital Engagement team, in line with relevant project plans to ensure performance meets set targets/key performance indicators.

Compliance

- Provide advice to colleagues and stakeholders on the interpretation of policies and procedures related to data privacy and electronic communications.

Supplier/Contractor Management

- Work closely with digital suppliers to deliver a cohesive and inspiring experience for the alumni community. This will involve standard upgrades, bug fixes, enhancements and long-term development of digital tools.
- 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.

Collaboration

- Establish deep and wide relationships across the Advancement Department, and particularly with Learning Innovation, IT and Marketing and Communications teams in order to develop shared objectives and targets, and deliver an aligned set of deliverables
- Develop and enhance relationships with stakeholders across the School to facilitate improved communication, support implementation of change programmes, and to monitor the level of satisfaction with service delivery. In particular establish exceptional relationships with Marketing and Communications, IT and Learning Innovation.
- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate for best business solutions.
- Work in partnership with the Data Team to ensure that data collection and data management are considered when delivering digital experiences.

Project Management and Delivery

- Lead on the delivery of a portfolio of projects in own area of specialism, or act as an expert resource, or manage a work stream in a large/complex project, managing external suppliers/ contractors to ensure successful delivery within budget and to quality standards and targets.
- Deliver digital experiences using a variety of tools, requiring a good understanding of system administration, configuration, and digital marketing.

Process Improvement

- Research best practice in own area of expertise, and review and analyse detailed business models to support senior management in developing and improving policies, processes and systems relevant to Prospect Development.

People Management

- Line Management of the Alumni Engagement Coordinator who is the first point of contact for alumni and who supports on digital projects
- Ensure direct report understands link between their role/contribution and wider team/Department purpose.
- Set individual priorities, and review/provide feedback/support on performance/impact/progress to ensure that the individual achieves own and contributes effectively to wider goals.

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 digital experiences for LBS alumni
- Development of solutions and improvements to the online tools used to deliver the digital experience
- 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 stakeholders.
- Contribution to the development of processes and ways of working
- Contribution to cross-School compliance with regulations and legislation.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Experience in design and / or delivering digital customer experiences
- Experience of system administration and configuration
- 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 models or tools.
- Sound working knowledge of policies, regulations and legislation in area of specialism.
- Ability to manage multiple internal and external stakeholders.
- Ability to prioritise and focus on material issues.
- Knowledge of business education/charity sector
- Experience of leading projects.
- Experience in effectively managing external suppliers/contractors.
- Financial management experience and commercial acumen.

Staff	1 direct report
Budgets	N/A
Date Updated	28/11/2019