

JOB DESCRIPTION

Job Title	Alumni Communications Manager		
Reports to	Senior Strategic Communications Manager		
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.

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 purpose is to lead on the development and enhancement of the LBS community.

The group's key activities are managing our relationship with our alumni, fundraising from individuals, corporations, foundations and trusts by developing and leveraging proactive and long-term relationships with these constituents. To achieve this, the Department works closely with internal and external stakeholders, such as the Dean, Governing Body, faculty, students, staff, alumni, corporations, foundations and others.

In 2016 LBS completed its first ever comprehensive fundraising campaign to support world-class research, scholarships and innovative new facilities, raising over £125m.

In November 2022 the School launched its second strategic fundraising Campaign - Forever Forward, which aims to shape business and the world, for the better through

three areas: Championing the global talent, Shaping the future of business, Advancing sustainability.

This is a very exciting point to be joining the Advancement team. Members of the department at all levels will play a major role towards the success of the Forever Forward Campaign.

Job Purpose

The Alumni Communications Manager will be a key member of the team supporting the delivery of the Advancement communications strategy, ensuring that it is data-driven and audience-led. This role will make a key contribution to Advancement's mission through the development and delivery of communications campaigns to support Advancement engagement strategies for key alumni audiences on a variety of platforms (email, social media, web, MyLBS and other as required).

This post sits within the Advancement Proposition Development and Campaign Team (part of the Operations Team) and reports to the Senior Strategic Communications Manager. The post-holder will work across multiple disciplines including email communications, campaign marketing, web engagement, social media community engagement and others as required. They will work with the whole Advancement team and wider School teams, such as the Brand & Marketing team, as part of our matrix structure to provide high-quality communications delivery.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Delivery, Analysis and Reporting

- Develop and deliver integrated communications campaigns across all Advancement channels (email, digital platforms, social media and web) to support alumni engagement, Campaign and wider Advancement priorities.
- Plan and execute targeted, data-driven email marketing campaigns, using Actito and other platforms, including segmentation, personalisation and lifecycle journeys.
- Partner with Senior Strategic Communications Manager and senior leaders from across the School to develop and deliver high-profile communications, ensuring messaging is clear, compelling and aligned with institutional priorities, and supporting effective engagement with key audiences.
- Provide cross-team support for campaigns delivered by other Advancement functions as required.
- Collaborate closely with Brand & Marketing and other internal stakeholders to develop high-quality, compelling communications that align with institutional messaging and resonate with alumni audiences.
- Design and implement A/B and multivariate testing frameworks to optimise messaging, creative, timing and channel performance.
- Identify and address campaign performance challenges, proactively recommending solutions to improve effectiveness and audience experience.

- Leverage market and competitor analysis to benchmark performance against peer institutions and the wider higher education sector, informing strategy and innovation.
- Working closely with the Senior Strategic Communications Manager, drive innovation in communications practice, identifying and implementing new technologies, tools and processes to enhance campaign delivery and impact.
- Partner with the Advancement Data team to develop dashboards, reporting frameworks and data models that support evidence-based decision-making and continuous improvement.
- Deputise for Senior Strategic Communications Manager as required and support broader Advancement communications objectives, undertaking additional duties and contributing flexibly to team priorities when needed.

Collaboration and Support

- The post holder will work closely with teams across Advancement and the School to ensure effective delivery of Advancement communications campaigns.
- Contribute to status and planning meetings with stakeholders across Advancement and other teams.
- Support continuous improvement of communications and content strategies coming out of Advancement.
- Collaborate with the Brand and Marketing team to help put together communications campaigns that are high-performing and on brand.
- Support Communications and Content colleagues with campaign deep dives and insight.
- Proactively support an audience-centered approach to alumni engagement and fundraising activity.

Project Management

- Gathering communications campaigns' project requirements from stakeholders.
- Planning, scheduling, and executing new alumni engagement marketing campaigns and projects, ensuring they are delivered on time and to a high standard.
- Assessing, managing, and contributing to mitigation of communications risks.

Process Improvement

- Collaborate with data team on data for communications campaigns delivery and evaluation.
- Help monitor industry best practice and make suggestions for improvements as appropriate.

KPIs:

- Increased email marketing campaign performance.
- Increased engagement with alumni content on other platforms.

- Conversion rates optimisation for alumni campaigns, including traffic to alumni platforms.
- Regular high-quality insights collated and presented to senior teams.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Compliance with Advancement processes, procedures and standards, such as data protection.
- Contributions to process reviews and operational improvements.

Knowledge/Qualifications/Skills/Experience required

- **Proven experience in planning, delivering and optimising integrated communications and marketing campaigns** across various channels.
- **Demonstrable experience in executing high-profile communications** working with senior leadership to shape messaging and deliver impactful outputs.
- **Strong working knowledge of email marketing platforms** (e.g. Actito or similar), including segmentation, targeting and performance tracking.
- **Experience designing and implementing A/B** and multivariate testing.
- **Excellent attention to detail.**
- **Strong written and verbal communication skills.**
- **Proven ability to build and maintain effective working relationships** with internal stakeholders, including cross-functional teams and senior colleagues.
- **Excellent organisational and project management skills**, with the ability to manage multiple campaigns, prioritise effectively and meet deadlines in a fast-paced environment.
- **Understanding of the higher education or not-for-profit sector** (desirable), with awareness of alumni engagement and advancement objectives.
- **Relevant degree or professional qualification** (desirable).

Resources including team management

n/a

Staff	n/a
Budgets	n/a
Date Updated	10.06.2026