

# JOB DESCRIPTION

<b>Job Title</b>	<b>Strategic Events Manager</b>		
<b>Reports to</b>	<b>Associate Director, Operations and Donor Relations</b>		
<b>Department</b>	<b>Advancement</b>		
<b>Job Family</b>	<b>Relationship</b>	<b>Level</b>	<b>3</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 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 London Business School community. The group's key activities are managing our relationship with our alumni, fundraising from individuals by developing and leveraging proactive and long-term relationships with these constituents. To achieve this, the Department works closely with external bodies and internal departments, such as the Dean, Governing Body, faculty, students, staff, alumni, friends and others. Members of the Advancement department at all levels have a major role to play in the success of the School's advancement efforts by working to build important relationships and promote the image of the School.

In 2016, the School closed a highly successful comprehensive fundraising campaign to support London Business School's world-class research, academic programmes and innovative new facilities. This raised over £125m and 124,000 volunteer hours. Members of the Advancement department at all levels played a major role in this effort by working to build important relationships and promote the image of the School.

Operations and Donor Relations is at the centre of the Advancement team and as such embodies the spirit of department, leading by example in how we work. This role is key in delivering this and working across the entire department to help fulfill our ambition.

## Job Purpose

To be responsible for designing and delivering a range of strategic events throughout the year involving VIPs, major donors and major gift prospects. Working primarily with the Giving team, but also Alumni Engagement, Business Planning, Research and Data teams to leverage all opportunities to enable successful fundraising.

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

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

### Key areas of accountability:

#### **Relationship Management**

- Contribute to the development of strategic event plans for Advancement, providing information to enable efficient and effective planning that meets departmental objectives.
- Work with the Dean, Chair of the Governing Body and/or Faculty to deliver strategic events both in the UK and internationally. This includes Dean's Dinners, Campaign events, Major Gift events and other VIP events.
- Act as a key liaison for Advancement and stakeholders from across the School to build relationships and promote the School's event offerings i.e. by matching speakers to events, dealing with speaker requests and funneling through to the right stakeholders within the department from across the School.
- Apply knowledge and exercise judgement to diagnose client and stakeholder needs and match them to the right London Business School event offering.
- Utilise knowledge of senior stakeholder needs (including the Dean and Chair of the Governing Body) to create briefing notes, with guidance from more senior colleagues, to be used to create a narrative and increase engagement.

#### **Analysis and Reporting**

- Identify the right guests for key events, and plan/deliver subsequent approaches/outreach plans with senior colleagues and the Giving team.
- Liaise across the team and other departments to prepare reports to inform review, planning and decision-making around strategic events.

#### **Communications**

- Act as an ambassador for London Business School at events.

### **Project Management**

- Plan and deliver a range of projects and events, with guidance from more senior colleagues (including the Campaign), to ensure delivery against project time, cost and quality standards, and targets.

### **Recruitment**

- Identify and build relationships with prospective stakeholders within Advancement to achieve engagement targets, ensuring they are aligned with the School's strategic objectives and values.

### **Collaboration**

- Collaborate closely within the team and other departments to enable cross departmental working, sharing of intelligence, and the identification and maximisation of current and prospective stakeholder relationships.
- Provide specialist information and guidance across the team and other departments, as required, to inform other programmes of work.

### **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.
- Support financial planning as required and in line with annual business planning.

### **Process Improvement**

- Monitor processes, systems and practices within own 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:**

- Development of relationships with current and prospective clients and stakeholders.
- Delivery of high-quality service in own area of specialism.
- 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.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Up-to-date and accurate information for own area.
- Improvements in processes and procedures in own area.

## Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Experience of both planning and delivering events or projects, preferably within the education, fundraising or charity sector.
- Highly organised with a proactive approach to planning and the ability to manage and prioritise a diverse workload with minimal supervision.
- Excellent stakeholder management skills and confidence to work with senior members of staff.
- Ability to create meetings, presentations and break-out rooms using Zoom and MS Teams.
- Excellent oral and written communication skills, with the ability to communicate effectively to a range of audiences.
- Experience of using Raiser's Edge database or large customer or membership database.
- Excellent IT skills, including Microsoft Office.
- Budget management experience (desirable).

<b>Staff</b>	N/A
<b>Budgets</b>	N/A
<b>Date Updated</b>	September 2022

## Resources including team management

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