

# JOB DESCRIPTION

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|-------------------|---|--------------|----------|
| <b>Job Title</b>  | <b>Senior Campaign Manager</b>                                  |              |          |
| <b>Reports to</b> | <b>Executive Director, Proposition Development and Campaign</b> |              |          |
| <b>Department</b> | <b>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 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 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 fundraising Campaign, Forever Forward, which aims to shape business and the world, for the better.

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 successfully completing the Forever Forward campaign and mobilising resources to help the School achieve its ambitions.

## Job Purpose

Reporting to the Executive Director, Proposition Development and Campaign, the Senior Campaign Manager has overall responsibility for project management, planning and delivery for the Campaign project and related fundraising propositions. Critical to success is the establishment of excellent working relationships with Advancement senior leadership, the whole Advancement department and the wider internal School community, in particular Brand & Marketing.

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

### Strategy and Planning

- Develop and ensure delivery of the Campaign project plan and supporting critical path, enabling successful implementation by prioritising and aligning planned activities.
- Contribute to the development of Campaign and proposition development strategy, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Strategically map and support the delivery of events that align with both Campaign and fundraising objectives for key stakeholder groups. This will require working with stakeholders across Advancement, including the Philanthropy leadership team.

### Project Management

- Establish robust timelines and set clear ownership around deliverables of the campaign project plan. Regularly liaise with cross-team and school workstream owners to ensure timely delivery of the plan, including tracking and management of key milestones and deadlines and regular reporting back on progress to the Executive Director, Proposition Development and Campaign, as well as the Philanthropy Leadership Team when required.
- Plan and deliver ad-hoc Campaign projects and activities, leading work streams and building project groups as appropriate.
- Manage the development of approved fundraising propositions and related giving opportunities, collaborating with colleagues across Advancement and other school departments as necessary to ensure delivery of related elements (proposition concept documentation, creation of narratives and messaging, pricing and marketing of opportunities, and other ad-hoc elements).
- Ensure delivery of branded items, marketing materials and events in relation to Campaign, working closely with colleagues in Comms and Brand & Marketing. Manage external suppliers/ contractors where necessary to ensure delivery within budget and to quality standards and targets.

### Financial Management

- Maintain project risk register and alignment with the School's operational risk register. Update team/escalate issues to Executive Director, Proposition Development and Campaign as appropriate, including regularly monitoring and updating Campaign budget to ensure all areas are delivered within the agreed budget.

### Analysis and Reporting

- Contribute to the creation and delivery of presentations to a variety of internal and external audiences. (Team meetings, Governing Body, Campaign Leadership Board).
- Liaise across the team to commission Campaign reports as needed to track progress / KPIs and to inform planning and decision-making. (Campaign updates to Dean's office, monthly ALT reports, reports to other stakeholder groups as required).
- Extract data from multiple sources, check its integrity and produce reports for use by management.
- Liaise across the team to prepare complex reports to inform review, planning and decision making.

### **Supplier/Contractor Management**

- 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**

- Represent the Campaign and proposition development to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate for best business solutions.

### **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.

### **People Management**

- Communicate the School's vision, strategy, and priorities, enabling the team to understand and feel motivated by the role they play.
- Set objectives aligned to Department plans.
- Conduct monthly one-on-one meetings and performance reviews to monitor progress and growth and ensure team members achieve their objectives while exemplifying core LBS behaviours.
- Create and nurture an inclusive team that respects and values diversity, in which all members feel they belong.
- Recruit and retain the right talent, considering current and future needs.

### **KPIs**

- Delivery of high-quality service in area of specialism.
- Development of solutions and improvements to complex issues within own area of specialism.
- Production of high-quality reports, with complex analysis to support management decision-making.
- Contribution to cross-School compliance with regulations and legislation.
- 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 colleagues and other stakeholders.
- Improvements in commercial performance for the team or department.
- Contribution to the development of policies, processes and systems.

### **Knowledge/Qualifications/Skills/Experience required**

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Excellent communication and influencing 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 basic models or tools.
- Sound working knowledge of policies, regulations and legislation in area of specialism.
- Excellent analytical and problem-solving skills.
- Ability to manage multiple internal and external stakeholders.
- Ability to prioritise and focus on material issues.
- In-depth knowledge of business education/specialist area.
- Experience leading projects .
- Experience in effectively managing external suppliers/contractors.
- Financial management experience and commercial acumen.

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|---------------------|---------------------|
| <b>Staff</b>        | <b>Yes</b>          |
| <b>Budgets</b>      | <b>Yes</b>          |
| <b>Date Updated</b> | <b>3 April 2026</b> |