

# JOB DESCRIPTION

<b>Job Title</b>	<b>Senior Development Manager, Corporate Giving</b>		
<b>Reports to</b>	<b>Associate Director, Major Giving</b>		
<b>Department</b>	<b>Advancement</b>		
<b>Job Family</b>	<b>Relationship</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

London Business School is a highly respected international business school, comprising a community of celebrated faculty, students, alumni and colleagues.

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.

In 2022 the School launched its second comprehensive fundraising campaign, Forever Forward, with a target of £200M in support of our world-class faculty, research, learning facilities and diverse student community. This builds on the success of our first Campaign which closed early having surpassed its original target of £100m by more than 25%.

Following a strategic realignment in 2023, the Major Giving Team - part of the wider Philanthropy team in Advancement - has been established. Securing income from individuals at the £50k - £1M level, the Major Giving team's aim is to ensure long-term, sustainable funding at LBS, by building strong and lasting relationships with our students, alumni and external donors. To reach our targets, we are diversifying our income streams, to cover individuals, trusts and foundations and corporates. This new post, along with the rest of the Philanthropy team will be instrumental in delivering the success of the Forever Forward Campaign.

The teams that make up Advancement at LBS are Operations & Donor Relations, Alumni Engagement, and Philanthropy. The Philanthropy team is responsible for securing principal and major gifts, generating multi-year pledges through an annual giving and the running of the Campaign.

### **Job Purpose**

This is a new role within the Giving Team and will complement an already highly motivated and successful group of fundraisers. The primary objectives of this role are to:

- Manage and develop a portfolio of corporate prospects and supporters, developing multi-level relationships to deliver significant gifts in support of the School's strategic priorities.
- Proactively work with the Prospect Research team and key stakeholders around the School, such as Executive Education, Faculty and Careers, to identify new potential corporate supporters for London Business School.
- Be responsible for building and developing a substantial corporate philanthropic pipeline, from historic and existing supporters, and building new relationships.
- Clarify and build upon existing sponsorship and corporate philanthropy opportunities, in collaboration with Associate Director Major Giving and Director of Proposition Development.
- Establish this role as the expert on corporate fundraising and provide support to the wider teams managing conversations with adjacent corporate philanthropy.
- Work collaboratively across the Philanthropy team, Advancement, and wider School to leverage opportunities to engage and cultivate corporate prospects to support LBS's Forever Foreword fundraising campaign.
- Utilise and attend school / institute events and develop contact networks of Faculty and LBS leadership to identify and cultivate senior level prospects as future supporters.

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

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

#### **Relationship Management and Fundraising**

- Build and develop lasting relationships with corporate supporters to meet agreed revenue targets and key milestones as the portfolio is established over time
- Be lead point of contact and local expert for corporate philanthropy at LBS.
- Manage the initial corporate portfolio and proactively grow this to approx. 100 organisations, and regularly and strategically review progress with the Associate Director, Major Gifts.
- Constant horizon scanning and networking to remain highly informed about developments in the corporate philanthropy sector.
- Carefully track progress of prospects through the cultivation cycle through robust and measurable KPIs.
- Work with Prospect Research team and colleagues across the School to identify new prospects through existing networks and leverage broader connections.
- Proactively seek and add to existing corporate giving propositions, and secure corporate support for event sponsorship and the School's strategic

philanthropic pillars – scholarships, research, learning environment and innovation.

- Write and review compelling proposals for corporate support.
- Reflecting on professional experience and working with Prospect Research team, develop a tailored and creative approach to portfolio management and develop tactical engagement plans to maximise income and LBS as leading destination for corporate philanthropy.
- Ensure that the portfolio strategy is aligned to the Philanthropy team and wider departmental and School strategy and goals.
- In support of the Director of Major Giving, provide timely and accurate income and progress reports, including income forecasts, prospect plans and pipeline updates.

### **Collaboration and Stakeholder Management**

- Work closely with colleagues from across the Philanthropy team to identify new prospects through the contact networks of our existing supporters and alumni.
- Regularly liaise with Donor Relations team to ensure delivery of seamless and outstanding stewardship for existing donors.
- Work closely with the Donors Relations and Campaign team colleagues on our strategic events portfolio and utilise existing collateral and proposal templates in order to develop highly professional funding applications and updates to prospective supporters.
- Frequent communication with the Prospect Research team to ensure prospect pipelines and moves management processes are up to date and new prospective funders are identified.
- Represent the team to colleagues, stakeholders and cross-School groups as necessary, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
- Build a network of stakeholders across the School including Marketing, Communications, Faculty, and Degree Education, to facilitate improved communication and maintain knowledge of opportunities with clients and stakeholders.
- Work in close collaboration with the Executive Education team to ensure that intelligence and information flows across the departments for the benefit of corporate donors and clients. This will include specific attention to the Corporate 100 membership programme, which is managed by Executive Education.
- Ensure there is close alignment between our work with Trusts and Foundation and Corporates, with the goal of developing a cohesive and effective approach to managing organisational philanthropy.

### **Miscellaneous**

- To follow procedures and protocol with systems and administrative actions including accurate and frequent database usage and reporting (Raiser's Edge).
- Any other appropriate duties as assigned by the Director of Major Giving

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

- Extensive and proven experience of corporate fundraising at a five and six figure level.
- Deep insight into the corporate philanthropy landscape and its trends and innovations.
- Understanding of the higher education fundraising sector.

- Outstanding written and verbal communication skills.
- Proficient at developing relationships and influencing and negotiating at a senior management internally and externally.
- Experience and / or knowledge of fundraising outside of UK (desirable) and adept at navigating a wide variety of international cultures and customs.
- Excellent organisational skills and the ability to manage a large and diverse portfolio of high-profile prospects.
- Mature, confident and well-presented, able to handle sensitive and confidential information with tact and integrity.
- Innovative, creative and energetic approach to fundraising and relationship development.
- Self-motivated, target driven with the ability to priorities work and adhere to deadlines.
- A committed team player who enjoys working collaboratively and sharing / taking on board new ideas
- Thorough knowledge of MS Office packages and a good understanding of databases systems including Raisers Edge.

<b>Staff</b>	N/A
<b>Budgets</b>	N/A
	07/10/2024