

JOB DESCRIPTION

Job Title	Director, Major Giving		
Reports to	Executive Director, Giving		
Department	Engagement (Advancement)		
Job Family	Relationship	Level	5

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 department is focused on advancing the vision and ambition of the School by engaging with its 58,000 alumni in over 155 countries. Meaningful engagement includes extensive school communications, lifelong learning opportunities, a significant digital network accessed through the LBS Hub and London.edu, social events such as Reunions and Worldwide Alumni Celebrations and numerous activities through 120 alumni clubs and professional interest groups worldwide. The interests and views of the alumni community are represented by the Alumni Council, who work in partnership with the School to develop, enhance and support a network of mutually beneficial and enduring relationships.

Advancement manages all fundraising programmes for the School including the Forever Forward Campaign, which was launched in November 2022 with a target to reach £200 million. This follows the School's first campaign completed in 2016 which funded a new building, investment in faculty research and Chairs, and scholarships. It closed two years early with £125 million committed, successfully fuelling the School's growth and securing its position in the premier league of business schools.

Advancement works closely with the Dean, Governing Body, Alumni Council, Campaign Leadership Board, Faculty, alumni, students, friends, corporates, foundations, and others to help develop a community of supporters for the School.

The teams that make up Advancement at LBS are; Operations & Donor Relations, Alumni Engagement, and Philanthropy.

Job Purpose

Working closely with the Associate Dean, Advancement, and the Executive Director, Giving and Campaign (the two roles responsible and accountable for setting the strategic direction for Giving over the next 5 years) the Director, Major Giving is accountable for bringing the execution of the strategy to life through a team of highly engaged major gift fundraisers.

The Director, Major Giving is responsible for the development and management of frontline fundraising teams responsible for philanthropy from £50k - £1m from major donor individuals (alumni and friends).

The Director, Major Giving is instrumental in laying the foundations to enable sustainable income growth – both restricted and unrestricted. The role achieves this by:

- Ensuring the Major Giving Team understand and champion the fundraising and Campaign strategy
- Leading the Major Giving Team to ensure a smooth and client focused donor journey to support sustainable fundraising
- Designing and agreeing KPIs with the Executive Director, Giving and Associate Dean, Advancement and monitoring and reporting on progress
- Effectively line managing, developing and supporting a team of highly talented major giving fundraisers; successfully demonstrating all LBS People Manager accountabilities.
- Provide experience, guidance, and leadership to develop an inspiring and aspirational culture across all giving programmes and an environment that is nurturing to encourage long term service, particularly at the major gifts level
- Working in close collaboration with Executive Director, Giving and Prospect Development team to ensure the appropriate development of a prospect pipeline sufficient to fuel a £200 million campaign
- Collaborate across the department to ensure that all giving propositions and proposals are translated into messages and materials that enable fundraisers to attract donations at a major giving level
- Collaborate with the Executive Director, Giving to agree the foundational giving messaging and plans to train and empower the entire Advancement team (and School) to deliver fundraising targets.
- Work alongside the Advancement Operations team to determine appropriate measurements for success and a forward-thinking business planning model that spans multi-year cycles
- In addition, the Director, Major Giving will have their own portfolio of international prospects and donors, KPIs, and financial targets.

The Director, Major Giving will also work closely with the Director, Annual Giving, Director, Corporation and Foundation Giving, and Director, Principal Gifts, to track and report on the overall health of the giving pipeline.

To support the fundraising efforts across Advancement, the Director, Major Giving will work with colleagues within the Advancement Operations team, to devise and construct robust reporting mechanisms to ensure clarity and transparency.

As a critical operational leader in Advancement, the Director, Major Giving will be required to demonstrate positive and inspiring leadership skills and act as a respected role model for their line reports and colleagues across the school.

The Director, Major Giving will also be expected to provide advice and support to front facing fundraising staff and to maintain a strong knowledge of new giving approaches both within the HE and wider Third sectors.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Leading the Major Giving Team, play a key role in enabling the delivery of the fundraising strategy and London Business School vision through a team of engaged Fundraisers.
- Develop plans for current or prospective donors and oversee their implementation to ensure delivery against agreed revenue or engagement targets.
- In collaboration with the Executive Director, Giving and Campaign, agree key performance indicators for the Major Giving team, driving performance and taking action to ensure targets, objectives and standards are exceeded or met.
- Communicate strategic plans to your team, ensuring high levels of awareness, understanding, and engagement.
- Work alongside the Advancement Operations team to determine appropriate measurements for success and a forward-thinking business planning model that spans multi-year cycles.

Relationship Management

- Lead the identification, development, and management of a portfolio of existing and/or new major donors, and develop new, strategically important relationships to ensure London Business School has a network of substantial, profitable and enduring relationships.
- Oversee the development and co-ordination of major proposals, leading where appropriate to maximise the School's likelihood of winning.
- Drive a world-class service for the School's major donors and prospects, regularly reviewing quality to ensure service meets clients and/or stakeholder needs, and alignment with London Business School goals.
- Anticipate and react to complex stakeholder issues, resolving when they occur to instil confidence in all stakeholders to ensure that the service provided meets standard expected by London Business School.
- Utilise expertise and insight to create opportunities and lead the development of initiatives or solutions, ensuring that London Business School's offerings to donors and stakeholders remain market leading.

Product Knowledge

- Keep up-to-date with Advancement industry trends and use these to ensure that innovative and effective solutions and approaches are proposed.

- Keep up-to-date and apply deep and broad understanding of London Business School and competitor offering, wider trends and innovations and client/stakeholder needs and interests.
- Overseeing all major gift fundraising products and work in consultation with the Director, Annual Giving and Director, Principal Giving to ensure all products are delivered seamlessly across all donor cohorts

Analysis and Reporting

- Work with the Advancement Operations team to analyse existing and commission new reports and wider data sets to establish themes and trends and use this insight to inform decision making regarding current major donors and prospects.
- Own the pipeline for major giving, ensuring that forecasting is accurate, and new opportunities are continually developed.

Commercial

- Lead the negotiation of high-value, non-standard contracts and agreements with donors and stakeholders to secure the best possible commercial outcome for the School.
- Use your understanding of the donor's needs and the School's offering and financial targets to ensure appropriate terms are offered and can be delivered.
- Achieve or exceed revenue targets in own area and contribute towards those of colleagues.

Communications

- Collaborate with the Executive Director, Giving, and the Senior Manager, Strategic Communications to develop and deliver communications to donors and our community, promoting a holistic approach to drive revenue generation, inspire and increase engagement.

Project Management

- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.

Collaboration and Stakeholder Management

- Build relationships with and influence multiple stakeholders across the School, particularly within Advancement, to help smooth decision making and provide a seamless, world-class donor and stakeholder experience.
- As required by the Executive Director, Giving, represent the department in cross-departmental initiatives to enable London Business School to better meet its strategic goals.

Financial Management

- Contribute to the development of budgets for the department, specifically in relation to the major gift pipeline.
- Lead the control of relevant budgets to ensure well planned, value for money and cost control.
- Ensure accurate and timely updating of financial and other data to the Advancement CRM.

People Management

- Communicate the School's vision, strategy, and priorities, enabling the Major Giving team to understand and feel motivated by the role they play.

- Set objectives aligned to Department plans and measure progress against KPIs.
- 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.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, develop and communicate plans to ensure change is successfully implemented within own division/ department.

KPIs:

- Clear communication and execution of the Advancement fundraising strategy
- Trusted adviser relationships developed with donors and stakeholders.
- Excellent donor and stakeholder feedback.
- Revenue and/or engagement targets met or exceeded.
- Smooth operation of reporting cycle in own area producing highly-accurate data which informs decision-making.
- Contribution to cross-School initiatives.
- Accurate budgets developed, no overspend and value for money demonstrated.
- Motivated and successful team of major gift fundraisers

Knowledge, Qualifications and Skills Required

- Bachelor’s degree, professional qualification, or equivalent experience.
- Experience managing a team (+people)
- Excellent communication skills and the ability to develop and maintain donor relationships at senior levels.
- Highly skilled in negotiation, networking, and influencing.
- Experience in fundraising, consultative sales or developing solutions with demanding clients.
- Ability to manage multiple internal and external stakeholders and to operate effectively with senior leaders.
- Experience of portfolio management and developing donor relationships.
- Extensive awareness of the activities of the organisation and competitor schools.
- Ability to scan the horizon, identify industry best practice and translate this into future planning for own area of specialism.
- Proven financial management skills and effectively reporting progress against targets
- Experience of leading a team in a senior level role.

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	22 October 2025