

JOB DESCRIPTION

Job Title	Manager, Alumni Volunteers and Events		
Reports to	Alumni Relations Manager		
Department	Advancement		
Job Family	Relationship	Level	3

About the School

At London Business School, we aim 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 team is engaged in fundraising to support the School's ambitious growth and to secure its position in the premier league of business schools. The Department's key activities are engaging with alumni and friends of the School through alumni programming and fundraising from alumni, friends, and organisations 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, International Alumni Council, faculty, students, staff, alumni, friends, corporations, foundations and others.

In 2013, London Business School publicly launched its first ever fundraising campaign to raise £100m and 100,000 volunteering hours over the following five years.

The Campaign successfully closed two years early in 2016, having raised £125m and 124,000 volunteering hours.

Job Purpose

As a key member of the Alumni Engagement team, the post-holder will be responsible for the management of the Alumni experience through our flagship Reunion events and webinars. This includes but is not limited to, recruitment and management of volunteers, delivering and supporting the planning and execution of key flagship events such as Reunion for New Alumni, Reunion and any other events delivered by the Alumni Engagement team.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Relationship Management

- Contribute to the development of engagement plans for the area, providing information to enable efficient and effective planning that meets departmental objectives.
- Act as a key liaison and relationship manager for volunteers and alumni to build relationships and promote the School's offerings.
- Apply knowledge and exercise judgement to diagnose stakeholder needs and provide them with the right London Business School offering.
- Manage issues and concerns to achieve the best possible outcome for the customer and the School.
- Work with volunteers who are celebrating their reunions to develop individual class celebrations where needed, engagement of fellow classmates.
- Continuous engagement of volunteers for ongoing opportunities.

Analysis and Reporting

- Conduct evaluations and research to plan and deliver continuously improving events and activity.
- Liaise across the teams and other departments to prepare reports to inform review, planning and decision making.

Communications

- Work in collaboration with Senior staff to develop a robust communications plan and web content where needed.
- Act as an ambassador for London Business School and deliver presentations and network at events where needed to promote the School and its offerings.
- Through an annual cycle recruit and train Alumni Class Chairs Volunteers (tasked with keeping their class connected to one another and the School in non-Reunion years) from all graduating classes, including working with the Senior Alumni Relations Manager, Student Engagement, to identify and build relationships with key student volunteers with the potential to become New Alumni Class Chairs.
- Develop, manage and steward Alumni Class Chairs and Reunion Social Chairs (tasked with rallying the class to attend their Reunion and lead the planning of an individual class celebration) to maximise their level of engagement with the School and their class' attendance at the Reunion and Reunion for New Alumni events.

Project Management

- Work with Senior staff to plan and deliver a range of projects and events including our flagship Reunion for New Alumni and Reunion event. Contribute to more complex projects, to ensure delivery against project time, cost and quality standards, and targets.

Product Knowledge

- Build and maintain a thorough understanding of London Business School's offerings, with an understanding of what differentiates the School from competitors, for use in the development of relationships and associated activities.

Collaboration

- Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, and the identification and maximisation of relationships.
- Provide specialist information and guidance across School departments as necessary to inform other programmes of work.
- Support the overall Alumni Engagement strategy, by ensuring that the alumni community volunteer and fundraising activity is integrated with other engagement/fundraising events e.g. giving days and end of year appeals.

Financial Management

- Monitor and review financial activity with Senior staff to ensure the accurate completion of standard financial processes within budget and the provision of up-to-date information to support decision making.

Process Improvement

- Monitor business processes in collaboration with Senior colleagues, plan and carry out regular reviews to identify opportunities for service improvement; 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 volunteers and alumni.
- Delivery of high-quality service for flagship events.
- Revenue and 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.
- Identification of technological, and process advancements and innovations for flagship events.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Up-to-date and accurate financial information reporting.
- Improvements in processes and procedures in own area.

Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- This may be supported by a specialist qualification.
- Excellent stakeholder engagement skills with experience of managing a large range of different stakeholders.
- Experience of using software related to own team or department to extract, analyse and report on data.
- Sound business development skills.
- Experience of applying sales/ engagement/conversion techniques.
- Good project management skills.
- Excellent organisational skills and the ability to manage a portfolio of clients and stakeholders.
- Sound understanding of the wider School's offerings and the offerings of our competitors.
- Demonstrable knowledge of business education and/or relevant sector.
- Budget management experience.

Resources including team management

Staff	
Budgets	n/a
Date Updated	18 Oct 2019

