

# JOB DESCRIPTION

<b>Job Title</b>	<b>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>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, and 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, corporations, foundations and others.

In 2016, the School closed a highly successful fundraising campaign raising £125m to support world-class research, scholarships and innovative new facilities.

In November 2022 the School publicly launched its second major campaign to raise £200m supporting the School's ambitions. This is a pivotal moment for the School and members of the Advancement team at all levels will play a major role in this effort by working to build important relationships and promote the image of the School.

## Job Purpose

Reporting to the Executive Director, Proposition Development and Campaign, the Campaign Manager is responsible for project management, planning and delivery for Campaign activity. The role also requires overseeing the Campaign strategic events plan. Critical to success is the establishment of excellent working relationships with Senior Leadership, the whole Advancement Team and the wider internal School community, in particular Brand & Marketing.

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

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

#### **Strategy and Planning**

- Managing the Campaign project plan and supporting the critical path, enabling successful implementation by prioritising and aligning planned activities.
- Support the Executive Director, Proposition Development and Campaign to ensure Campaign plans are aligned to wider departmental corporate plan and 5 year School strategy.
- Commission events in line with Campaign objectives for key stakeholder groups to ensure Campaign momentum and messaging is maintained and maximized throughout life of Campaign. This will require working with stakeholders across Advancement.

#### **Project Management**

- Establish robust timelines and set clear ownership around deliverables of Campaign project plan. Regularly liaise with cross team and school workstream owners to ensure timely delivery of plan including tracking and management of key milestones and deadlines and regular reporting back on progress to the Executive Director, Proposition Development and Campaign.
- Plan and deliver ad-hoc Campaign projects and activities .
- 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 update team/escalate issues to the Executive Director, Proposition Development and Campaign as appropriate, including regularly monitoring and updating Campaign budget to ensure all areas are delivered within agreed budget.

## Analysis and Reporting

- Contribute to the creation and delivery of presentations to a variety of internal and external audiences. (Team meetings, Campaign Roadshow, Governing Body, Campaign Leadership Board).
- Liaise across the team to commission regular Campaign reports 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. Escalate issue resolution when required.

## Collaboration

- Collaborate closely with team members and other departments across the School to enable cross department working, to raise the team's profile, and to drive consistency of approach/standards through the wider School, thereby enabling effective service delivery.

## 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

- Delivery of high-quality service in area of specialism.
- Area/team compliance with necessary regulations/processes.
- Production of high-quality reports, with the identification of trends and issues.
- Timely and robust onboarding of contractors.

## Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent experience.
- Development of relationships with internal and outside the team, and positive feedback from stakeholders.
- This may be supported by a specialist qualification.
- May be working towards relevant professional qualification of specialism.
- Good communication skills and the ability to break down service area issues and explain them in layman's terms.
- Experience of using software related to own area of specialism to extract, analyse and report on data.
- Good project management skills.
- Excellent organisational skills and meticulous attention to detail.
- Strong analytical and problem solving skills.
- Positive experience of working within a customer-services orientated environment.

- Budget management experience

<b>Staff</b>	<b>n/a</b>
<b>Budgets</b>	<b>Yes</b>
<b>Date Updated</b>	<b>13 March 2025</b>