

JOB DESCRIPTION

Job Title	Director, Annual Giving		
Reports to	Executive Director, Giving and Campaign		
Department	Advancement (Engagement Department)		
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

The purpose of the Engagement department is *to develop a deep understanding of our community and enable LBS (London Business School) to offer experiences that attract, inspire, and connect on our journey together*

It includes our Advancement, Brand and Marketing and Communications functions, which are responsible for engaging our audiences throughout their LBS journey and promoting a culture of philanthropy to amplify the School's impact.

The Advancement department is focused on advancing the vision and ambition of the School by engaging with its 53,000 stakeholders and friends 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 by 2027. 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 fueling 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, Faculty, alumni, students, friends, corporates, foundations, and others to help develop a community of supporters for the School.

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, Annual Giving is accountable for bringing the execution of the strategy to life through a team of highly engaged annual and leadership annual gift fundraisers.

The Director, Annual Giving is responsible for the development and management of frontline fundraising teams responsible for all philanthropy under £50k. This will primarily be donations from alumni, volunteers, students and staff. The role will devise and lead a team to deliver a range of appeal and peer led strategies to engage with donors. This will include the successful execution of Reunion Giving, Global Give day, Student Giving, Regent's Circle and direct appeals (email, mail and / or telephone).

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

- Ensuring the Annual Giving Team understand and champion the Fundraising and Campaign strategy
- Leading the Annual 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 Campaign and Associate Dean, Advancement and monitoring and reporting on progress
- Effectively line managing, developing and supporting a team of highly talented annual 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 annual gifts level
- 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 an annual and leadership annual giving level
- Collaborate with the Executive Director, Giving and Campaign 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, Annual Giving will have their own portfolio of prospects and donors, KPIs, and financial targets.

The Director, Annual Giving will work closely with the Director, Major Giving and Director, Principal Giving, to track and report on the overall health of the pipeline. They will also liaise closely with the Alumni Engagement team to ensure that all mass

outreach is aligned, supported and optimized alongside our community engagement activity.

To support the fundraising efforts across Advancement, the Director, Annual 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, Annual 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, Annual 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 Annual 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 or stakeholders, 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 Annual 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 small portfolio of existing and/or new prospective donors, ensuring sector leading stewardship and strengthening their relationship with School
- Drive a world-class service in area managed, regularly reviewing quality to ensure high levels of donor satisfaction and retention
- Anticipate and react to complex donor/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 cultivation and stewardship opportunities and strategically lead the development of initiatives such as income generating appeals, Reunion giving, Global Give, and Student giving to ensure that London Business School's offerings to our alumni and stakeholders remain market leading.

Product/Proposition/Technical Knowledge

- Keep up-to-date with industry and technological advancements and trends and use these to ensure that innovative and effective donor/stakeholder solutions are proposed.
- Keep up-to-date and apply deep and broad understanding of London Business School and competitor offering, wider trends and innovations and donor/stakeholder needs and interests.

- Overseeing all annual gift fundraising products and work in consultation with the Director, Major Giving and Director, Principal Giving to ensure all products are delivered seamlessly across all donor cohorts.

Analysis and Reporting

- 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/prospective donors
- Own the pipeline for annual giving, ensuring that forecasting is accurate, and new opportunities are continually developed.
- Oversee the financial tracking and reporting for Annual and Leadership Annual Giving income streams, in support of the annual and Campaign targets
- Working with the Executive Director, Giving and Campaign and Executive Director Operations and Donor Relations, provide top line monthly and more detailed quarterly financial updates.

Commercial

- Achieve or exceed revenue targets in own area and contribute towards those of colleagues.

Communications

- Lead the strategic development of mass / digital donor communications 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, to help smooth decision making and provide a seamless, world-class client or stakeholder experience.
- As required by the Executive Director, Giving and Campaign, 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, specially in relation to the annual giving 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 Annual 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 other stakeholders.
- Excellent donor and stakeholder feedback.
- Revenue and/or engagement targets for Annual Giving met or exceeded (including Regent's Circle membership)
- Development and delivery market leading appeals and fundraising initiatives
- Smooth operation of reporting cycle for Annual Giving producing 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 annual gift fundraisers.

Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Excellent communication skills and the ability to develop and maintain donor relationships
- Highly skilled in negotiation, networking, and influencing.
- Experience of fundraising and developing solutions with demanding clients.
- Experience of managing a team (+3 people)
- Ability to manage multiple internal and external stakeholders and to operate effectively with senior leaders.
- Experience of developing and managing donor relationships through mass engagement activities
- 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.
- Experience of leading a team in a senior level role.

Staff	5 - tbc
Budgets	TBC
Date Updated	7 November 2023