

JOB DESCRIPTION

Job Title	Sr Manager MENA, Advancement		
Reports to	Executive Director, Alumni Engagement		
Department	Engagement/Advancement		
Job Family	Relationship	Level	4

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 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 to secure its position in the premier league of business schools. The Advancement purpose is to nurture our relationships with alumni and friends by walking the journey for life with our community. We aim to nurture this lifelong relationship through a set of comprehensive engagement activities including but not limited to communications, networking and continued learning opportunities. We also aim to inspire, together with all our colleagues across the School, transformational fundraising to advance the School's vision.

The LBS alumni community links more than 55,000 alumni in more than 150 countries. The School provides alumni with a range of services including access to an extensive range of online services including library databases and contact information for alumni, students and faculty via LBSHub. It also supports a range of Alumni Regional and Professional Interest clubs as well as events including Reunion, Dubai Reunion, Reunion for New Alumni and our flagship Worldwide Alumni Celebration.

In November 2022, we launched a school-wide 5-year, £200 million fundraising campaign in support of our world-class faculty, research, learning facilities and student scholarship.

Job Purpose

To be the lead liaison for Alumni Relations in the region, acting as a key partner between alumni and the School (including Advancement, Careers Centre, Business Development, Recruitment & Admissions, Executive Education, PR and Brand & Marketing, as appropriate).

To develop and implement a plan for alumni engagement in the region, working closely with the larger AE team, designed to inspire maximum stakeholder engagement and advocacy.

To manage and leverage key volunteers across the region and support the Advancement goal of ensuring an outstanding volunteer experience.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Contribute to the development of strategy for Alumni Engagement in MENA, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Develop plans for alumni, and lead their implementation, to ensure delivery against agreed engagement targets.
- Contribute to the development of Key Performance Indicators to support the assessment of the strength/quality of relationships and/or the impact of engagements.
- Drive a world-class service in Advancement, regularly reviewing quality to ensure service meets alumni and/or stakeholder needs, and alignment with London Business School goals.

Relationship Management

- Act as primary liaison with the (LBS Alumni) Gulf Association supporting delivery of an annual engagement plan.
- Aid in recruitment of speakers for Gulf Association and School events.
- Develop strong relationships with alumni and students in the region, identifying potential volunteers and prospects and sharing these with the wider Advancement team.
- Aid in solicitation of sponsorship for event activity in the region, in close collaboration with Major Gifts team/Executive Education team.
- Develop strong relationships and work collaboratively with colleagues across the School.
- Ensure relevant materials and resources are used to target alumni needs and to further develop relationships.
- Investigate and assess complex issues raised by clients or stakeholders and employ established techniques to resolve the issue and maintain/ improve relationships.
- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.

.Communications

- Work with the PR team to promote activities and events within the region and provide stories about alumni
- Ensure Alumni are aware of our Alumni Experience offering.
- Create and deliver presentations to alumni and current students, responding to questions and issues

- Provide information to current students on the benefits of joining the alumni community

Activities and Events

- Attend events where appropriate and identify opportunities for new ways to engage
- Partner with Recruitment and Admissions, Career Centre and Executive Education to support activity in the region, such as send-off events
- Represent Alumni Engagement/Advancement/the School and speak at events as and when appropriate.

Analysis and Reporting

- Ensure the CRM (Raiser's Edge) database is updated with relevant information
- Responsible for transferring that knowledge to database and team in London for continuity.
- Collect attendance from key events and solicit feedback
- Benchmark against other institutions and recommend new/improved activity

KPIs

- Development of relationships with current and/or prospective clients and stakeholders.
- Engagement targets met or exceeded.
- Contribution to improvement in performance for the team.
- Production of high-quality reports, with complex analysis to support management decision-making.
- Projects delivered on time, on budget and to quality standards.
- Strong cross-team working relationships developed with key stakeholders.
- Contracts negotiated that protect the interests of London Business School.

Knowledge/Qualifications/Skills/Experience required

- Bachelor's degree or equivalent
- Knowledge and understanding of the region and higher education
- Extensive awareness of the activities of the organisation and competitor business schools
- Outstanding reputation and track record
- Strategic planning skills and experience
- Excellent leadership, communication & relationship building skills
 - Excellent numerical skills with the ability to understand, use and manipulate financial information
- Focus, energy, drive and ambition
- Ability to work under pressure to prioritize and meet deadlines
- Fluency in written and spoken Arabic as well as English.

Resources including team management
This role has one direct report: Manager, Alumni Experience MENA

Staff	n/a
Budgets	n/a
Date Updated	7 Apr 2025