

# JOB DESCRIPTION

<b>Job Title</b>	<b>Alumni Digital Experience and Communications Coordinator</b>		
<b>Reports to</b>	<b>Platform Support Specialist</b>		
<b>Department</b>	<b>Advancement</b>		
<b>Job Family</b>	<b>Business Services</b>	<b>Level</b>	<b>2</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 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. Our 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 of our colleagues across the School, transformational fundraising to advance the School's vision.

The Advancement team is formed of the Alumni Engagement, Giving, Campaign and Operations & Donor Relations teams under the leadership of the Associate Dean, Advancement and is a part of the school's Engagement Team reporting into the Dean.

The LBS alumni community links more than 50,000 alumni in more than 750 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, 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**

The post holder is a key member of the Advancement department, responsible for delivering digital communications to alumni and supporting the overall alumni digital experience. The post-holder will work closely with the Platform Support Specialist to develop and deliver a seamless alumni digital experience through the LBS website and other platforms. The post holder will become the team's expert in administration of LBS Hub (the School's alumni platform) and use of Actito (digital marketing platform).

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

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

#### **Delivery and Support**

- Conduct operational tasks in accordance with defined policies, procedures and instructions to ensure the delivery of a first-class service to all stakeholders. With a focus on developing and delivering e-communications to the alumni and donor community.
- Provide first line support within the School to deliver an excellent service. In particular acting as the main point of contact for all queries relating to email and digital communications within Advancement.
- Proof-read copy supplied by colleagues to ensure that all communications are fit for purpose and meet London Business School brand guidelines.
- Develop and maintain designated web and platform pages and other online content.
- Work closely with the head of digital alumni experience to maintain, manage and apply technical support to the Hub platform.
- Work closely with alumni to understand technical issues and concerns to drive and improve platform resiliency, whilst supporting ongoing development.

### **Analysis and Reporting**

- Organise, upload into and monitor systems, databases and records to ensure accurate recording of data to track and assess online campaign success.
- Collate information to produce regular standardized reports to monitor activity and support decision making within the department.
- Conduct analysis to support the identification of trends, to enable effective planning and identify creative ways of sharing this analysis to the wider department.

### **Collaboration and Support**

- Provide support to colleagues within and outside of the team (as and when opportunities arise) to promote collaborative working across the school.
- Act as a point of referral for less experienced colleagues to help to resolve issues within the team.
- Make recommendations to improve the alumni and donor online experience.
- Oversee the alumni platform log - logging and prioritising bugs, errors, and development work.

### **Project support**

- Provide support to projects relating to digital communications. This may include annual projects such as the LBS Global Give, Reunion for New Alumni and Reunion.
- Support the future development of the LBS Hub platform, working alongside the Platform Support Specialist to ensure development projects are delivered on time, and to consistently high-quality standards.

### **Process Improvement**

- Proactively review relevant processes and systems within own area of work and make suggestions to improve efficiency.

### **Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, act in a resilient manner when responding to change, and proactively look for opportunities to support change to help embed it in the team and/or department.

**KPIs:**

- High-quality support service provided to all stakeholders.
- Production of high-quality communications.
- Timely response to and resolution of enquiries, requests and issues.
- Accuracy and integrity of data and intelligence in business systems.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Positive feedback from project managers.
- Compliance with processes, procedures and standards.
- Contributions to process reviews and operational improvements.
- Team performance and customer satisfaction (alumni and donors)

**Knowledge/Qualifications/Skills/Experience required**

- Further education or equivalent
- Knowledge of the education, charity or fundraising sectors.
- Good communication skills and the ability to address a variety of stakeholders.
- Sound working knowledge of standard IT packages, systems and/or relational databases.
- Experience of tools related to own area of specialism. Including HTML and web related content management platforms.
- Comfortable working with CMS and back-end websites.
- Proactive approach to relationship development with colleagues.
- Good attention to detail.
- Good time management skills with the ability to organise, prioritise, and work unsupervised when necessary.
- Good team working skills and the ability to work collaboratively.
- Experience of working in a customer-facing environment.

**Staff**

n/a

**Budgets**

n/a

**Date Updated**

12 July 2023