

# JOB DESCRIPTION

<b>Job Title</b>	<b>Alumni Projects Lead</b>		
<b>Reports to</b>	<b>Executive Director, Alumni Engagement</b>		
<b>Department</b>	<b>Advancement</b>		
<b>Job Family</b>	<b>Relationship</b>	<b>Level</b>	<b>4</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 and is a part of the School's Engagement Team reporting into the Dean via the Chief Engagement Officer.

The LBS alumni community links more than 50,000 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. 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 Alumni Projects Lead leads the project team in the delivery of strategic alumni engagement projects including flagship events such as Reunion, Reunion for New Alumni (R4NA) and the Worldwide Alumni Celebration as well as other alumni-focused and school engagement initiatives.

This role helps shepherd significant points of engagement to amplify their impact with a view toward scaling reach and driving our brand values. Working across the team and collaboratively with stakeholders across Advancement, Engagement and the School, this role will work to maximize the reach and impact of Alumni Engagement both directly and through our various dedicated volunteers driving increased engagement, advocacy and philanthropy amongst alumni.

## Key Areas of Accountability and Key Performance Indicators (KPIs)

### Key areas of accountability:

#### **Strategy and Planning**

- Contribute to the development of strategy for the area, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Contribute to the development of broader operational plans, manage operational plans in own area and enable successful implementation by prioritising and aligning planned activities.
- Contribute to the development of Key Performance Indicators to support the assessment of the strength/quality of relationships and/or the impact of engagements.

#### **Relationship Management**

- Build and develop lasting relationships with current and prospective clients and stakeholders to meet revenue/engagement targets and establish new long-term opportunities.
- Ensure relevant materials and resources are used to target client or stakeholder needs and to further develop relationships.
- Proactively utilise relationship management skills and London Business School knowledge to make connections and spot opportunities to achieve and exceed revenue or engagement targets.
- Investigate and assess complex issues raised by clients or stakeholders and employ established techniques to resolve the issue and maintain/ improve relationships.
- Utilise expertise and insight to create opportunities and lead the development of initiatives or solutions, ensuring that London Business School's offerings to alumni and stakeholders remain market leading.
- Drive a best in class service for alumni, regularly reviewing quality to ensure service meets alumni needs, and alignment with London Business School goals.

#### **Analysis and Reporting**

- Use systems and data to track engagement levels and use this information to make decisions regarding current and planned initiatives.
- Identify trends with alumni and/or graduating students, provide insight and suggest action to develop the School's relationships.
- Liaise across the team to prepare complex reports to inform review, planning and decision-making.

#### **Communications**

- Create and deliver presentations to internal and external audiences, responding to their questions and issues to support the achievement of the department's and School's strategic objectives.

#### **Project Management**

- Plan and deliver a range of projects, act as an expert resource or lead a work stream on more complex projects, to ensure delivery against project time, cost and quality standards.

#### **Product/Proposition/Technical Knowledge**

- Research and keep up-to-date with industry and technological advancements and trends and use these to ensure that innovative and effective client/stakeholder solutions are proposed.
- Develop deep understanding of London Business School and competitor offering and use this knowledge to inform innovative and high-impact client/ stakeholder proposals.

### **Supplier/Contractor Management**

- Monitor the quality of work delivered by third-party supplier/contractors against agreed service level agreements to ensure it is to the required standard and provide feedback on performance to management. Take action as necessary based on feedback and escalate issue resolution when required.

### **Collaboration and Stakeholder Management**

- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
- Build a network of stakeholders across the School to facilitate improved communication and maintain knowledge of opportunities with clients and stakeholders across the School.
- Build relationships with and influence multiple stakeholders across the School, to help smooth decision making and provide a seamless, world-class alumni and stakeholder experience.
- Take the lead on and/or represent Alumni Engagement in cross-departmental initiatives to enable London Business School to better meet its strategic goals.

### **Technical Knowledge**

- Keep up-to-date with industry and technological advancements and trends and use these to ensure that innovative and effective client/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 client/ stakeholder needs and interests.

### **Financial Management**

- Lead relevant budgets to ensure well planned, value for money and cost control.

### **Commercial**

- Negotiate contracts and agreements to secure the best possible commercial outcome for the School.

### **People Management**

- Create and nurture an inclusive team that respects and values diversity, in which all members feel they can belong.
- Lead a small team of individuals focused on the planning and delivery of alumni-oriented projects and events.
- Define and communicate priorities and workload in line with the plans, ensuring resources are aligned and appropriately deployed.
- Hold meaningful development conversations with direct reports and support them to achieve personal development and career aspirations.

### **Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.

### **KPIs:**

- Development, buy-in and achievement of various project and event plans to support overall Advancement objectives.
- Development of relationships with current and/or prospective clients and stakeholders.
- Contribution to improvement in performance for the team or department.
- Production of high-quality reports, with complex analysis to support management decision-making.
- Projects delivered on time, on budget and to quality standards.
- Contribution to cross-departmental and cross-School initiatives.
- Strong cross-team and cross School working relationships developed.

## Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Excellent communication skills with the ability to engage a variety of audiences.
- Excellent analytical and problem-solving skills.
- Ability to manage multiple internal and external stakeholders.
- Ability to prioritise and focus on material issues.
- In-depth knowledge of business education and Alumni Engagement.
- Experience of leading projects.
- Ability to lead and inspire a team and stakeholders.
- Ability to work under pressure and meet deadlines
- Experience in effectively managing external suppliers/contractors.
- Financial management experience and commercial acumen.

## Resources including team management

Line management of 2 Alumni Project Managers; multiple project budgets

<b>Staff</b>	
<b>Budgets</b>	
<b>Date Updated</b>	24 March 2023