

JOB DESCRIPTION

Job Title	Associate Director, Principal Giving		
Reports to	Director, Principal Giving		
Department	Advancement		
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

London Business School is a highly respected international business school, comprising a community of celebrated faculty, students, alumni and colleagues.

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 and to secure its position in the premier league of business schools.

In 2016 the School closed a highly successful comprehensive fundraising campaign two years early, having surpassed its original target of £100m by more than 25%. Building on the success of the first campaign, the School has recently launched *Forever Forward*, our latest ambitious and transformational £200 million fundraising campaign. The Campaign's four funding priorities underpin our School strategy: doubling scholarships, increasing research funding, investing in our learning environment and enabling innovation.

Following a strategic realignment in 2023 the new Philanthropy team- part of the wider Advancement team - has been established. The Philanthropy Team incorporates the Campaign function, Annual Giving, Major Giving and Principal Giving teams. This role sits within the Principal Giving Team, which is responsible for income

generation through gifts at the £1m+ level. This team is instrumental to delivering the success of *the Forever Forward* fundraising campaign.

The teams that make up Advancement at LBS are; Operations & Donor Relations, Alumni Engagement, and Philanthropy.

Job Purpose

The primary objectives of this role are to:

- Manage and develop a portfolio of HNWI prospects and supporters, located in the UK and overseas, developing multi-level relationships in order to deliver principal gifts (i.e. gifts of £1m+) in support of the School's strategic priorities
- Proactively work with the Prospect Research team to identify new potential supporters for London Business School, from existing donor contacts and networks as well as exploring other prospect development opportunities both within the School and through external sources
- Lead and develop an ambitious advancement strategy for principal and major gift prospects based in London and any other assigned geographical focus region.
- Work with colleagues in Alumni Engagement to enable opportunities for cross-working, to ensure a customer centric approach to managing existing and new supporters
- As and when required, support the Dean, Associate Dean for Advancement, Director of Principal Giving and Executive Director, Giving and Campaign to identify, cultivate, solicit and steward key prospects
- Utilise and attend School and other relevant events to develop contact networks with Faculty and LBS leadership. Use such networks to identify and cultivate senior level prospects as future supporters

Key Areas of Accountability and Key Performance Indicators (KPIs)

Relationship Management and Fundraising

- Build and develop lasting relationships with current and prospective supporters, to meet agreed revenue targets (approx. £1m-£2m by one year in post) and establish opportunities for multi-year and long-term income generation
- Develop and manage a portfolio of principal gift prospects and to regularly and strategically review progress with Director of Principal Giving
- Carefully track progress of prospects through the cultivation cycle through robust and measurable KPI's
- Work with the Prospect Research team and colleagues across the Philanthropy team to identify new prospects through existing supporter networks, and actively promote unrestricted giving in support for the Schools core activity

Strategy and Planning

- Reflecting on professional experience and working with the Prospect Research team, develop tailored and creative approach to portfolio management and develop tactical engagement plans to maximise income, profile and influence from alumni and friends of the School

- Ensure that portfolio strategy is aligned to the Principal Giving and wider departmental and School strategy and goals
- In support of the Director of Principal Giving, provide timely and accurate income and progress reports, including income forecasts, prospect plans and pipeline updates
- Working with the Director of Principal Giving and colleagues across Advancement, devise annual and multi-year income targets and activity plans

Collaboration and Stakeholder Management

- Work closely with colleagues from across the Philanthropy team to identify new prospects through the contact networks of our existing supporters and alumni
- Regularly liaise with the Donor Relations team to ensure delivery of seamless and outstanding stewardship for existing donors
- Through regular and ongoing communication with our Alumni Engagement colleagues, develop cultivation opportunities for new and existing supporters, including through the use of our flagship events such as Reunion and Worldwide Alumni Celebration
- Work closely with the Advancement Operations and Campaign team colleagues on our strategic events portfolio and utilise existing collateral and proposal templates in order to develop highly professional funding proposals and updates to prospective and existing supporters
- Frequent communication with Prospect Research team to ensure prospect pipelines and moves management processes are up to date and new prospective funders are identified
- Represent the team to colleagues, stakeholders and cross-School groups as necessary, enabling cross-department working, and in so-doing spotting and initiating opportunities to collaborate and develop relationships
- Build a network of stakeholders with other departments across the School including Brand & Marketing, Communications, Faculty, Degree and Executive Education, to facilitate improved communication between departments, and maintain knowledge of opportunities with clients and stakeholders across the School
- Represent the School at external events and conferences
- Act as the lead fundraiser and relationship manager for prospective principal and major gift donors in the assigned portfolio of prospects
- Where assigned, lead on a geographical focus region's overall engagement strategy, leveraging existing and planned school-wide activity to increase regional engagement, whilst collaborating with stakeholders, advocates and ambassadors to further identify new philanthropic funding opportunities

Miscellaneous

- To follow procedures and protocol with systems and administrative actions including accurate and frequent database usage and reporting (Raiser's Edge)
- Any other appropriate duties as assigned by the Director of Principal Giving

Knowledge, Qualifications and Skills Required

- Extensive fundraising experience at a Principal and Major Gifts level and ideally within a University or higher-education organisation
- Proven experience closing 6 & 7 figure+ principal and major gifts, and operating at the most senior level
- Bachelor's degree or equivalent experience

- Outstanding written and verbal communicating and influencing skills, with the ability to negotiate, collaborate and influence internal/external stakeholders
- Proficient at developing relationships and influencing and negotiating at a senior management and board level, internally and externally
- Politically astute with a tactful and diplomatic communication style
- Experience and/ or knowledge of fundraising outside of UK, and adept at navigating a wide variety of international cultures and customs
- Excellent organisational skills and the ability to manage a large and diverse portfolio of high-profile prospects
- Mature, confident and well-presented, able to handle sensitive and confidential information with tact and integrity
- Innovative, creative and energetic approach to fundraising and relationship development
- Self-motivated and target driven, with the ability to prioritise work and adhere to deadlines
- A committed team player who enjoys working collaboratively and sharing / taking on board new ideas
- Thorough knowledge of MS Office packages and a good understanding of databases systems including Raisers Edge

Staff	
Budgets	
Date Updated	05/08/2024