

JOB DESCRIPTION

Job Title	Manager, Alumni Experience MENA		
Reports to	Senior Manager, Alumni Relations		
Department	Advancement		
Job Family	Relationship	Level	3

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 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

The Manager, Alumni Experience MENA ensures that graduating students and recent alumni have a smooth experience as they shift from students to alumni and are well informed of the benefits of being a part of the LBS Alumni community and ways they can get involved. Working across our alumni in the region, with a particular focus on our newest alumni, this role also helps support Alumni clubs and identifies the students/new alumni who will serve as class representatives and key school advocates in the future. This role reports into the Director MENA, Advancement.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Relationship Management

- Contribute to the development of engagement plans for Alumni Engagement in MENA, providing information to enable efficient and effective planning that meets Advancement objectives.
- Act as a key liaison for alumni and stakeholders to build relationships and promote the School's offerings with graduating students and new alumni and alumni club members.
- Apply knowledge and exercise judgement to diagnose new alumni and stakeholder needs and match them to the right London Business School offering.
- Utilise knowledge of alumni/stakeholder needs to produce materials, in accordance with guidance from more senior colleagues, to be used to create a narrative and increase engagement.
- Manage customer issues and concerns to achieve the best possible outcome for alumni and the School.

Analysis and Reporting

- Conduct research to understand graduating students and new alumni, and plan/deliver subsequent approaches/outreach plans with senior colleagues.
- Liaise across the teams and other departments to prepare reports to inform review, planning and decision making.

Communications

- Act as an ambassador for London Business School and deliver presentations and network at events to promote the School and its offerings.

Project Management

- Plan and deliver a range of straightforward projects or events, and/or contribute to more complex projects with guidance from more senior colleagues, to ensure delivery against project time, cost and quality standards, and targets.
- Support club activity as needed ensuring strong relationships with alumni are maintained.

Collaboration

- Collaborate closely with team members and other departments across the School to enable cross department working, sharing of intelligence, and the identification and maximisation of graduating students/alumni/stakeholder relationships.
- Provide specialist information and guidance across School departments as necessary to inform other programmes of work.

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.

Financial Management

- Monitor and review financial activity for own area to ensure the accurate completion of standard financial processes within budget and the provision of up-to-date information to support decision making.

Process Improvement

- Monitor business processes for own team, plan and carry out regular reviews to identify opportunities for service improvement in light of changing customer/stakeholder needs, feedback and/or current best practice thinking; follow through on improvements once agreed.

Analysis and Reporting

- Liaise across the teams and other departments to prepare reports to inform review, planning and decision making.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and follow through on new activities or actions brought about change to help support its successful implementation.

KPIs:

- Development of relationships with graduating students, alumni and staff and faculty.
- Delivery of high-quality service in alumni and student engagement.
- Engagement targets achieved or exceeded.
- Excellent alumni and stakeholder experience.
- Production of high-quality reports, with the identification of trends and issues.
- Projects delivered on time, on budget and to quality standards and targets.
- Identification of technological, and process advancements and innovations alumni/student engagement.
- Development of relationships within and outside the team, and positive feedback from colleagues.
- Up-to-date and accurate financial information for own area.
- Improvements in processes and procedures in own area.

Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Excellent stakeholder engagement skills with experience of managing a large range of different stakeholders.
- Sound business development skills.
- Experience of applying engagement techniques.
- Good project management skills.
- Excellent organisational skills and the ability to manage a portfolio of clients and stakeholders.

- Sound understanding of the wider School's offerings and the offerings of our competitors.
- Demonstrable knowledge of business education and/or relevant sector.
Budget management experience.

Resources including team management

Staff	n/a
Budgets	n/a
Date Updated	11 April 2025