

# JOB DESCRIPTION

<b>Job Title</b>	<b>Senior Manager, Campaign Communications</b>		
<b>Reports to</b>	<b>Campaign Director</b>		
<b>Department</b>	<b>Advancement</b>		
<b>Job Family</b>	<b>Brand</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 purpose is to lead on the development and enhancement of the LBS community.

The group's key activities are managing our relationship with our alumni, fundraising from individuals, corporations, foundations and trusts by developing and leveraging proactive and long term relationships with these constituents. To achieve this, the Department works closely with external bodies and internal departments, such as the Dean, Governing Body, faculty, students, staff, alumni, friends, corporations, foundations and others.

In 2016 LBS completed its first ever comprehensive fundraising campaign to support world-class research, scholarships and innovative new facilities, raising over £125m.

In the next academic year 22/23 the School will be launching their second strategic fundraising Campaign with a goal of £200m. This is a very exciting point to be joining

the Advancement team, and members of the department at all levels will play a major role towards the next Campaign.

## **Job Purpose**

To own, map, manage and execute a strategic stakeholder driven communications plan which brings to life the School's ambition through the narrative of the Campaign in an inspiring, innovative and engaging way and which knits together all areas of Advancement under one centralized communications vision. Building community through a stepped up volume and quality of communications is one of two primary levers (the second lever being events) in delivering fundraising results and this position will play a paramount role within this.

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

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

#### **Strategy and Planning**

- Development, ownership and execution of comprehensive and strategic stakeholder communications plan across key audience groups (vips, alumni, donors, volunteers, segmented programme/class groups, students, staff etc...). Create a plan to underpin and maximize Advancement communications to a complex and varied group of audiences, through the life of the Campaign. Driving focus on community building messaging and key Campaign messaging across internal and external audiences and channels.
- Communications plan to benefit from a strategic and innovative approach to the identification and use of a range of channels across social media and general platforms, to enhance messaging and profile.
- Close collaboration with Advancement Leadership Team to execute a centralized communications vision and voice which represents and showcases the breath of the School and Advancement activity to all stakeholders appropriately.
- Close collaboration with Alumni Engagement and Data teams on segmentation project to help inform and compliment on-going stakeholder mapping work.
- Close collaboration with Senior Stewardship manager to ensure communications approach compliments and elevates Giving Team agenda.
- Delivery of an integrated external and internal communications strategy in line with brand guidelines, which enhances London Business School's reputation and which supports Campaign objectives.
- Working closely with our marcomms business partner to ensure focus and prioritization across all advancement units

## **Brand Management**

- Support Campaign Director along with Marcomms colleagues with production of Case for Support assets (digital and physical) and Campaign presentations ensuring that messaging, style and tone and voice meets brand guidelines, maximizes impact and is relevant for audience.
- Use expert knowledge to segment audiences, enabling the targeting of messaging to maximum impact and return on investment.

## **Technical Knowledge**

- Develop deep understanding of London Business School and competitor offerings and use this knowledge to inform innovative and high-impact brand solutions.
- Provide expert guidance and advice to Advancement Leadership Team in relation to best practice with media relations, stakeholder communications and effective promotion of the London Business School brand.

## **KPIs**

- Conception, delivery and monitoring of strategic, hierarchy led advancement stakeholder communications plan.
- Contribution to increased engagement levels across all internal and external audience groups.
- Bringing advancement communications industry innovations to team.
- Strong cross-team working relationships developed with key stakeholders.
- Improvements in commercial performance for the team or department.

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

- Excellent writing/editing skills
- Bachelor's degree or equivalent experience.
- Experience in the fundraising industry preferred
- Extensive professional knowledge and expertise of strategic advancement stakeholder communications planning and execution within an organization of comparable size and complexity, preferably within education sector.
- Experience in developing and delivering coordinated and integrated communications strategies across advancement stakeholder groups.
- Knowledge of communications techniques and the principles behind effective engagement.
- Excellent organisational skills and the ability to manage multiple internal and external stakeholders.
- Up-to-date knowledge of industry and technological advancements.
- Knowledge of business education and competitor organisations a plus
- Experience of leading/playing a part in innovative projects, campaigns or initiatives.
- Experience of change management and organisational transformation, preferably within education sector
- Ability to influence those without direct responsibility for and bring people together.

<b>Staff</b>	
<b>Budgets</b>	
<b>Date Updated</b>	