

# JOB DESCRIPTION

<b>Job Title</b>	Fundraising Writer		
<b>Reports to</b>	Campaign Director		
<b>Department</b>	Advancement		
<b>Job Family</b>	Brand	<b>Level</b>	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 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

This collaborative role will engage with very senior stakeholders across the School and will directly support some of the highest-profile Advancement fundraising activity.

Key responsibilities include playing a central role in the development of the Case for Support and leading the creation of all other written fundraising materials, specifically the production of (6/7/8-figure) philanthropic proposals.

Building community through communications to deliver fundraising results is one of the primary strategies of Advancement and this position will play a key role towards this.

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

Key areas of accountability:

- Supporting Campaign Director in the on-going development of the case for support for the School's second comprehensive fundraising campaign. This includes writing, interviewing, researching and engaging with stakeholders at all levels in its development and sign off. A close and regular working relationship with Marcoms colleagues will also be required.
- Working with Principal and Major Gift fundraisers on a 1:1 basis to develop high-profile high-level bespoke proposals for prospects where existing template documents will not suffice. This is most commonly necessary for solicits at the highest levels (7 figure+) where a more strategic and personalised narrative is required.
- Developing a bank of proposals and pitch document templates covering all pillars of the case for support ensuring consistency, accuracy and relevance across all fundraising portfolios. Working collaboratively with Campaign Director, Director of Giving and the Giving Team, and Marcoms colleagues to ensure presentation is appropriate and that it meets the needs of the fundraisers and prospects.
- Providing strategic writing support to the Advancement department as required. This could include working with Deputy Director of Giving and Marcomms colleagues on appeals and communications in relation major engagement campaigns such as Now is the Time.
- When appropriate or required support with drafting key communications on behalf of school leadership. These may cover gift announcements, state of the School letters or key Campaign messaging.
- When appropriate or required support Associate Dean, Advancement and Campaign Director on creation of presentations to cross-school stakeholder groups including Governing Body, Faculty Board and Management Board.

- Act as a brand champion, sharing examples of best practice with colleagues and stakeholders, to support continuous improvement.

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

- Bachelor's degree or equivalent experience.
- Excellent communication skills (written and oral), with the ability to engage a variety of external audiences and internal stakeholders at all levels.
- Experience writing within a fundraising context for donor audiences highly desirable.
- Good at working under pressure and meeting the needs of multiple clients including senior stakeholders.
- Positive self-starter attitude with high-level of initiative.
- Exceptional organisational and task management skills, good at meeting deadlines.
- Excellent attention to detail.

#### **Resources including team management**

**NA**

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