

# JOB DESCRIPTION

<b>Job Title</b>	<b>Senior Development Manager</b>		
<b>Reports to</b>	<b>Senior Development Lead</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

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 this campaign, we are now preparing to launch our next school-wide fundraising campaign, with an aim of raising significant levels of income in support of our world-class faculty, research, learning facilities and diverse student community.

Following a strategic realignment in 2019, the Giving Team - part of the wider Advancement team – was established. Securing income from individuals and corporate partners at a range of levels, the Giving teams aim is to ensure long-term, sustainable funding at LBS, by building strong and lasting relationships with our students, alumni and external donors. This post, along with the rest of the Giving Team will be instrumental in delivering LBS' upcoming Campaign, due to launch in autumn 2022.

The teams that make up Advancement at LBS are; Operations & Donor Relations, Alumni Engagement, and Giving. The Giving team is responsible for securing principal and major gifts, as well as generating multi-year pledges through a Leadership Annual Giving (£1k-£10k) and Annual Giving programmes.

## Job Purpose

This role within the Giving Team and will complement an already highly motivated and successful group of fundraisers. The primary objectives of this role are to:

- Manage and develop a portfolio of HNWI prospects and supporters, developing multi-level relationships in order to deliver significant Major gifts (£10k-£1m per annum) 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
- Oversee and develop a portfolio for between 100-150 active and undiscovered prospects to qualify, develop and solicit, in support of the School's strategic objectives
- Work with colleagues in Alumni Engagement to enable opportunities for cross-working, to ensure a customer centric approach to managing existing and new supporters
- Support the Director of Giving and Campaigns Director to identify key prospects with the capacity and propensity to support London Business School's future fundraising campaign
- Utilise and attend school / institute events and develop contact networks of Faculty and LBS leadership to identify and cultivate senior level prospects as future supporters

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

### Key areas of accountability:

#### **Relationship Management and Fundraising**

- Build and develop lasting relationships with current and prospective supporters, to meet agreed revenue targets (approx. £300k after one year in post) and establish opportunities for multi-year income generation in unrestricted and restricted funds
- Develop and manage a portfolio of approximately 120+ prospects and to regularly and strategically review progress with their Line Manager
- Carefully track progress of prospects through the cultivation cycle with robust and measurable KPI's
- Work with Prospect Research team and colleagues across Giving to identify new prospects through existing supporter contact networks and actively promote unrestricted giving in support for the Schools core activity

#### **Strategy and Planning**

- Reflecting on professional experience and working with 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 Giving and wider departmental and School strategy and goals

- In support of the Director of Giving, provide timely and accurate income and progress reports, including income forecasts, prospect plans and pipeline updates
- Working with their line manager and colleagues across Advancement, devise annual and multi-year income targets and activity plans
- Working with the Campaign Director, contribute to the planning process for the next fundraising campaign

### **Collaboration and Stakeholder Management**

- Work closely with colleagues from across the Giving team to identify new prospects through the contact networks of our existing supporters and alumni
- Regularly liaise with Senior Stewardship Manager and Donor Relations team and the Senior Stewardship Manager to ensure delivery of seamless and outstanding stewardship for existing donors
- Through regular and ongoing communications with our Alumni Engagement colleagues, maximise cultivation opportunities for new and existing supporters, including our flagship events such as Reunion and Worldwide Alumni Celebration
- Work closely with the Donors Relations and Campaign team colleagues on our strategic events portfolio and utilise existing collateral and proposal templates in order to develop highly professional funding applications and updates to prospective 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, spotting and initiating opportunities to collaborate and develop relationships.
- Build a network of stakeholders across the School including Marketing, Communications, Faculty, Degree and Executive Education, to facilitate improved communication and maintain knowledge of opportunities with clients and stakeholders across the School.
- Represent School Leadership and senior level LBS at external events and conferences, where required

### **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 Senior Development Lead

### **Knowledge, Qualifications and Skills Required**

- Extensive fundraising experience at a Major Gifts level and ideally within a University or Higher-education organisation, though this is not essential
- Proven experience closing 5 & 6 figure major gifts and operating at a 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 level, internally and externally
- Experience / knowledge of fundraising outside of UK (desirable) 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, target driven with the ability to priorities 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.

<b>Staff</b>	
<b>Budgets</b>	
<b>Date Updated</b>	16/07/2021