

JOB DESCRIPTION

Job Title	Senior Manager, Alumni Clubs		
Reports to	Associate Director, Alumni Engagement		
Department	Advancement		
Job Family	Relationship	Level	4

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.

We believe passionately in the importance of Diversity, Inclusion and Belonging and strive to ensure that our students, faculty and staff reflect the rich diversity of our home city, London.

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 Advancement team is formed of the Alumni Engagement, Giving, Campaign and Operations & Donor Relations teams under the leadership of the Associate Dean, Advancement and is a part of the school's Engagement Team reporting into the Dean.

The LBS alumni community links more than 50,000 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, 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 aim of alumni club activity is to increase alumni engagement with the school, and each other, and inspire advocacy of LBS by our alumni community around the world.

As the Senior Manager for Alumni Clubs, you will work with the Associate Director of Alumni Engagement to develop a strategic plan to engage alumni with the School via our 120 regional and professional interest alumni clubs.

You will be the main relationship manager for alumni club volunteers, a key stakeholder group for the School. You will work to support them in their roles so that they can successfully increase engagement and inspire advocacy amongst their local alumni communities. You will also keep them informed about the school's plans and activities so they can help their local communities feel connected to the school and support the school through philanthropy or volunteer activity.

Working with alumni club volunteers and colleagues in Advancement and across the School, you will plan and support alumni events, including faculty thought leadership events and events with the Dean. You will liaise with stakeholders across the School to ensure we leverage the Club network to support cross-School goals, including student recruitment and Global Experiences.

Each autumn, you will take a key role in the planning and delivery of the Worldwide Alumni Celebration – when all alumni clubs hold an LBS event to celebrate being part of such a diverse and active community.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Contribute to the development of an alumni club strategy, ensuring that plans are aligned to the wider departmental strategy and overall School goals.
- Develop engagement plans for alumni club activity that fosters growth and lead their implementation to support the achievement of engagement targets.
- Contribute to the development of Key Performance Indicators to support the assessment of the strength/quality of alumni programming and the impact of engagement.

Relationship Management

- Build and develop lasting and mutually beneficial relationships with alumni to meet engagement targets and establish new long-term opportunities.
- Work with alumni to develop solutions that best meet their needs.
- Ensure relevant materials and resources are used to meet alumni needs and to further develop relationships.
- Proactively utilise relationship management skills and London Business School knowledge to make connections and spot opportunities to achieve and exceed engagement targets.
- Investigate and assess complex issues raised by alumni and employ established techniques to resolve the issue and maintain/ improve relationships.

Analysis and Reporting

- Use systems and data to track engagement and use this information to make decisions regarding current and planned initiatives.
- Identify trends with alumni, provide insight and suggest action to develop the School's relationships.
- Liaise across the team to prepare complex reports to inform review, planning and decision-making.

Project and Event Management

- Plan and deliver a range of projects and events, act as an expert resource or lead a work stream on more complex projects, to ensure delivery against project time, cost and quality standards.
- 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 for alumni.
- Create and deliver presentations to targeted audiences, responding to their questions and issues to support the achievement of the School's strategic objectives.

Product/Proposition/Technical Knowledge

- Research and keep up-to-date with industry and technological advancements and trends and use these to ensure that innovative and effective solutions are proposed.
- Develop deep understanding of London Business School and competitor offering and use this knowledge to inform innovative and high-impact proposals.

Financial Management

- Contribute to the development of and lead the control of relevant budgets to ensure value for money and cost control.

- Negotiate contracts and agreements to secure the best possible commercial outcome for the School.

People Management

- Line manage Alumni Club Manager.
- Inspire, motivate and nurture team to thrive taking individual preferences into account.
- Create a team that shares a collective purpose and collaborates to achieve great things.
- Enable team to understand that learning drives performance and therefore encourages engagement in relative learning and development opportunities.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.

KPIs:

- Development, buy-in and achievement of alumni clubs and event plans to support overall Advancement objectives.
- Development of strong relationships with key stakeholders, internal and external and excellent stakeholder feedback.
- Engagement targets met or exceeded.
- Sound commercial management and demonstrable return on investment for budgets managed.
- Projects delivered on time, on budget and to quality standards.
- Achievement of cross-departmental projects.
- Contribution to innovation within department and across the School.
- Strong cross-team and cross-School working relationships.

Knowledge, Qualifications and Skills Required

- Experience working with students or alumni or working with a membership body or volunteer group.
- Excellent communication skills with the ability to engage a variety of audiences.
- Excellent analytical and problem-solving skills.
- Ability to manage multiple internal and external stakeholders.
- Ability to prioritise and focus on material issues.
- Experience of leading projects.
- Ability to work under pressure and meet deadlines
- Experience in effectively managing external suppliers/contractors.
- Financial management experience and commercial acumen.
- Bachelor's degree or equivalent experience.

Resources including team management	
<ul style="list-style-type: none"> • Budget for club activity • Line manage one team member 	

Staff	Manager, Alumni Clubs
Budgets	Clubs
Date Updated	21 November 2022