

# JOB DESCRIPTION

<b>Job Title</b>	<b>Senior Development Manager - Annual Giving</b>		
<b>Reports to</b>	<b>Deputy Director, Giving</b>		
<b>Department</b>	<b>Advancement</b>		
<b>Job Family</b>	<b>Business Services</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 maintain 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 £250m in support of our world-class faculty, research, learning facilities and diverse student community.

Following a recent strategic realignment, the new Giving team - part of the wider Advancement team - has been established. Securing income from individuals at a

range of levels, the Giving teams aim is to ensure long-term, sustainable funding for the School by building strong and lasting relationships with our students, alumni and external donors.

The other teams that make up Advancement at LBS are: Operations & Donor Relations, Alumni Engagement, and the Central Team.

## **Job Purpose**

To lead the development and delivery of a robust annual giving programme, which establishes a strong donor pipeline and develops sustainable fundraising for LBS. With a focus on aligning work across Advancement as a whole, including events, communications, student, and volunteer activity, to drive increased investment in the School's priorities from a wider breadth of the alumni community. This programme includes our giving day, Global Give, Reunion campaign, a calendar of additional digital appeals, and student philanthropy.

To lead a team to support this work, aligning deliverables across the individuals and setting appropriate objectives and KPIs.

With volunteer fundraising playing a key role in all of these activities, this role will leverage skills and relationships across the Giving, Alumni Engagement, and Marcomms teams to recruit and support successful fundraising volunteers.

Partnering with our Head of Data, this role will track and analyse annual giving activity to make data-driven decisions to deliver key income and participation objectives.

Work alongside the Deputy Director and Director of Giving to ensure all fundraising income streams (Annual Giving, Leadership Annual Giving, Major Gifts, and Principal Gifts) work together to support the donor journey.

This role will be an integral part of planning for the future ambitions of the School and the next Campaign.

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

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

#### **Strategy and Planning**

- Contribute to the development of an overarching annual giving strategy, and lead on the delivery of the associated multi-channel appeal programme and volunteer-led fundraising activity, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Work across Advancement to align yearly planning and long-term strategies to build a broader base of philanthropic support from students, alumni and friends of the School.

- Manage operational plans within annual giving and enable successful implementation by prioritising and aligning planned activities.
- Contribute to the development of Key Performance Indicators to support the assessment of the quality and efficiency of annual giving activity as a whole, as well as individual KPIs for team members' objectives.

### **Partnering and Service Delivery**

- Partner with teams across Advancement to understand their business goals, sharing expertise and information to support effective decision-making.
- Manage the delivery of activities within annual giving, in line with relevant policies and procedures, to ensure performance meets set objectives/key performance indicators to support the School in the delivery of a first-class service.

### **Analysis and Reporting**

- Work with the data team to regularly analyse and report on annual giving activity (acquisition, retention, upgrades, pipeline movement) to deliver yearly objectives.
- Work with digital comms colleagues to analyse insight from social media and email engagement to align solicitations with alumni interest in School priorities.
- Extract data from multiple sources, check its integrity and produce reports for use by management or by stakeholders across the School as/when requested.
- Liaise across the team to prepare complex reports to inform review, planning and decision-making.

### **Compliance**

- Provide advice to colleagues and stakeholders on the interpretation of policies and procedures as they relate to annual giving, and support monitoring to ensure compliance across the School.

### **Supplier/Contractor Management**

- Monitor the quality of work delivered by third-party suppliers and agencies against 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**

- Partner, and build strong relationships, with relevant areas to ensure good understanding of their objectives and how those align with annual giving and wider Advancement objectives.
- Develop and enhance relationships with stakeholders across the School to facilitate improved communication, support implementation of change programmes, and to monitor the level of satisfaction with delivery of annual giving activity.

- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate for best business solutions.

### **Project Management**

- Responsible for delivering the portfolio of projects within annual giving, managing internal resources and stakeholders to ensure successful delivery within budget and to quality standards and targets.

### **Financial Management**

- Contribute to financial planning and reporting for annual giving, providing guidance as required to support colleagues to fulfil financial management responsibilities.
- Fulfill financial management requirements and ensure the effective use of financial resources within budget.

### **Process Improvement**

- Research fundraising/annual giving best practices to support senior management in developing and improving policies, processes and systems relevant to the area.

### **People Management**

- Oversee the delivery of activity plans for direct line reports to generate budgeted income, while ensuring they are supported with career and skills development.

### **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.
- Consult with and advise the business on change programmes and initiatives, influencing stakeholders so they become advocates for the change and support its successful implementation.

### **KPIs:**

- Manage the delivery of the annual giving programme strategy to meet yearly income and participation objectives.
- Monitor, analyse and report on annual giving activity, working with the Deputy Director, Giving to test and learn new approaches and activities to support Advancement's strategic objectives.
- Successful recruitment, line management and professional development of staff delivering annual giving activity.
- Production of high-quality reports, with complex analysis to support management decision-making.
- Contribution to cross-School compliance with regulations and legislation.

- Ensure successful relationships with third-party contractors and agencies, and manage delivery of contracted work.
- Projects delivered on time, on budget and to quality standards.
- Strong cross-team working relationships with key stakeholders.
- Positive feedback from line reports, colleagues and stakeholders.
- Contribution to the development of policies, processes and systems.

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

- Bachelor's degree or equivalent experience.
- 3+ years of experience managing or delivering an annual giving/regular giving programme, including digital fundraising activity.
- Hands-on experience with volunteer/peer to peer fundraising.
- Excellent communication skills with the ability to engage a variety of audiences.
- Significant experience with CRM databases, preferably Raiser's Edge.
- Sound working knowledge of policies, regulations and legislation within fundraising.
- Excellent analytical and problem solving skills.
- Ability to manage multiple internal and external stakeholders.
- Ability to prioritise and focus on material issues.
- In-depth knowledge of the higher education/business school sector.
- Strong project management and organization skills.
- Excellent people management skills, preferably with experience of line management.
- Experience in effectively managing external suppliers/contractors.
- Financial management experience and commercial acumen.

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

Line management for Development Manager (Appeals and Dig Engagement) and the Giving Coordinator.

<b>Staff</b>	2
<b>Budgets</b>	
<b>Date Updated</b>	September 2021