

JOB DESCRIPTION

Job Title	Head of Students and New Alumni		
Reports to	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.

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 and 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 2022/23 the School will be launching its 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

As a senior member of the Alumni Engagement team, the post holder is responsible for developing and implementing a strategic programme and communications plan to build a culture of lifelong engagement, pride, belonging and philanthropy among students and new alumni (less than 5 years since graduation). This programme will be designed to encourage the understanding of the lifelong journey, the mutually beneficial relationship, inspire investment and support the contactability and engagement so important to the rankings process.

The post holder will oversee all programming and communications for students and new alumni, working closely with the Head of Campaign Communications and Associate Director of Events and Activities. The post holder will partner with members of the Giving Team on student giving campaigns and opportunities. The post holder and their direct report are the first point of contact in Advancement for all students and new alumni and all alumni wishing to engage with students. The

post holder will oversee the onboarding of students and new alumni to LBS Hub, and work with cross-School stakeholders on the process by which students transition to the alumni community.

The post holder will manage stakeholder relationships with colleagues in Degree Education and Career Centre, seeking opportunities for collaboration and ensuring a 'one School' approach to an outstanding student and new alumni experience.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Work with Director, Alumni Engagement and other colleagues on comprehensive plans for students and new alumni engagement, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Work with Head of Campaign Communications, MarComms business partner and other colleagues to develop and deliver multi-channel communications plans for students and new alumni
- Develop tactical engagement plans and lead their implementation to support the achievement of engagement targets.
- Contribute to the development of Key Performance Indicators to support the assessment of student and new alumni communications and programming.

Relationship Management

- Build and develop lasting relationships with current students and new alumni to ensure ongoing sustainability and establish new long term opportunities and relationships.
- Build mutually beneficial relationships with key members of Degree Education team, acting as a business partner for Advancement and helping to ensure good information flow between departments so as to create the best possible experience for students and new alumni. Develop group of informal Advancement ambassadors within Degree Education team to support in the delivery of student and new alumni plans.
- Proactively utilise relationship management skills and London Business School knowledge to make connections and spot opportunities.
- Investigate and assess complex issues raised by students and new alumni and employ established techniques to resolve the issue and maintain/ improve relationships.
- Create and deliver presentations to targeted audiences when needed, responding to their questions and issues to support the achievement of strategic objectives.

Analysis and Reporting

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

Project Management

- Plan and deliver a range of projects, act as an expert resource or lead a work stream on more complex projects, to ensure delivery against project time, cost and quality standards.

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 client/stakeholder solutions are proposed.
- Develop deep understanding of London Business School and competitor offering.

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

Financial Management

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

People Management

- Define and communicate the team's priorities and workload, in line with the wider departmental priorities and team job roles. Manage performance/achievement/engagement to ensure that the team achieves individual priorities and collaborates with colleagues to achieve goals.
- Identify team development needs, develop plans and create/promote learning opportunities, to enable good performance and impact in current role and appropriate career progression.

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:

- In collaboration with DECC, MarComms and Student Association, create and roll-out robust, customer-centric, programme-specific, student engagement and communications plans
- Build strong relationships across DECC and Student Association, identifying and empowering a group of advocates within DECC and amongst student leadership to help delivery of the student engagement plan
- Working with the Associate Director, Event and Activities, create plan for engagement and communication with new alumni (up to their first 5-year Reunion)
- Successful and appropriate recruitment of student and new alumni volunteers.
- Development of strong relationships with key students and new alumni
- Engagement targets met or exceeded.
- Contribution to improvement in performance for the team or department.
- Production of high-quality reports, with complex analysis to support management decision-making.
- Projects delivered on time, on budget and to quality standards.
- Contribution to innovation within own area.
- Strong cross-team working relationships developed with key stakeholders.
- Highly engaged and motivated team demonstrated through engagement and retention levels and excellent performance.
- Evidence of cross-team collaboration.
- Team feedback on clarity of purpose and focus, behavioural and performance expectations, guidance, development and career support.

Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Professional qualification or equivalent experience.
- Proven experience with managing volunteers and/or working with students and/or alumni.
- Experience of developing and/or delivering stakeholder communications plans
- Ability to influence senior stakeholders and build consensus
- Excellent communication skills with the ability to engage a variety of audiences.
- Sound working knowledge of policies, regulations and legislation in area of specialism.
- 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 and experience of business education and specialist area.

- Experience of leading projects.
- Successful experience developing and motivating a team.

Resources including team management

One direct report

Staff	One
Budgets	n/a
Date Updated	8 July 2021