



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Philanthropy Writer

Department/Division: Philanthropy and Global Engagement (PAGE)

Accountable to: Head of Communications

Background

In November 2021 the **London School of Economics and Political Science (LSE)** launched the public phase of Shaping the World, a major philanthropy and engagement campaign. It is helping to deliver a new strategic direction that will preserve and build on LSE's status as a world leading social science university, educating brilliant minds and creating knowledge that can transform global societies for global impact.

LSE's **Philanthropy and Global Engagement Division (PAGE)** serves, engages and cultivates a reciprocal relationship with alumni and friends, staff and students, volunteers, donors, global partners, organisations and the wider community to increase engagement, philanthropic income and strategic partnerships for agreed School priorities. The Alumni and Supporter Engagement function in PAGE delivers an engaging programme of services, resources, events, communications, donor relations, giving and volunteering opportunities for alumni, donors and other friends.

Within this, the **Communications team** is responsible for coordinating, planning and creating communications and content for PAGE audiences that support the delivery of engagement, donor acquisition and philanthropic targets.

Job Summary:

The **Philanthropy Writer** is a new Campaign-critical role responsible for planning and developing persuasive content for use in compelling cases for support and concept notes to that will support the solicitation of philanthropic gifts for Campaign priorities. The postholder will also lead on the creation and maintenance of the overarching Campaign narrative, advising PAGE colleagues on how to best employ key messaging across different communications and channels so that content demonstrates the need for and impact of philanthropy and helps to inspire more supporters to invest in and partner with LSE. In addition, the postholder will manage the creation of gift announcements for new Campaign philanthropic commitments, including for all 7-9 figure gifts.

Duties and Responsibilities

- Develop and maintain overall Campaign 'case for support'/narrative and any related collateral.
- Provide guidance on how to articulate Campaign key messages and apply content across all PAGE channels.
- Create an external-facing 'case for support' for each agreed priority based on proposition development work for use in developing creative and engaging bespoke proposals for LSE's highest-net-worth potential donors/funders, that effectively articulate transformational giving opportunities and that will ultimately help deliver gifts, including at the 7-9 figure level, for strategic priorities.
- Project manage the production of the external-facing cases for support including commissioning third parties where required, eg AV production, photographers, graphic design, web designers.



- Ensure PAGE fully utilises multi-channel approaches to suit donor needs and expectations – being creative beyond pdfs and print to ensure our cases for support, proposals and concept notes resonate.
- Create and maintain ‘boilerplate’ content on agreed priorities that can be used to create engaging and bespoke proposals for LSE’s highest-net-worth potential donors/funders.
- Create complementary infographics, data visualisations and other rich media in support of agreed priorities that can be used to enhance key messaging in bespoke proposals for LSE’s highest-net-worth potential donors/funders.
- Provide guidance and support to income generating teams to adapt boilerplate content for different audiences, with reference to the tone and style of writing, and the prominence of particular areas, features and key messages relating to a particular project.
- Provide guidance and support to income generating teams on the use of boilerplate content in <£1m proposals
- Update and maintain Resource Hub library of external-facing approved content for Campaign, including finished proposals, source material and digital media, for fundraising priorities on SharePoint that can be drawn from by income generators when creating proposals, ensuring that income-generating teams are kept abreast of available resources.
- Manage the creation of gift announcements for new Campaign philanthropic commitments, including for all 7-9 figure gifts, working with relevant relationship managers and colleagues across LSE involved in the gift, and liaising closely with the Supporter Relations team on new commitments received for Campaign priorities.
- Produce and maintain external facing content on Campaign and agreed priorities for PAGE channels as required.
- Provide cover for the Philanthropy Proposals Writer on concept notes and proposals (>£1m)
- Ensure all case for support, boilerplate and other Campaign content meets School and Campaign brand guidelines and tone of voice requirements, fully utilising the agreed Campaign narrative.
- Establish and maintain effective relationships with key internal stakeholders to develop a good understanding of School priorities, to build the profile of PAGE, and to promote the opportunities that exist to build relationships with alumni, supporters and partners through PAGE.
- Establish a network of contacts in the HE and charity sectors for insight and best practice and conduct research and benchmarking from competitor institutions in order to shape narratives.

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the demands of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School’s Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School’s Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.