



## 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: Head of Alumni Engagement (Maternity Cover)**

**Department/Division: LSE Philanthropy and Global Engagement (PAGE)**

**Accountable to: Executive Director of Alumni Engagement & Individual Giving (once appointed) / Director of Supporter Engagement**

### **Background**

The London School of Economics and Political Science (LSE) is a world-leading university, unique in its dedication to the social sciences. Led by our new President, Professor Larry Kramer, we are a global community of people and ideas in the heart of central London, ranking sixth in the world in the QS subject rankings 2024. Founded with the purpose of “the betterment of society” we are driven to “know the causes of things” and we are ambitious to be the leading social science university with the greatest global impact.

Curious minds have been shaping the world for almost 130 years at LSE and our mission is more crucial than ever. At a time of extraordinary change and challenge, our core business of teaching and research will provide solutions, knowledge and discourse that is impactful and life changing. Our Shaping the World Campaign is committed to raising £350 million in philanthropic income and to securing volunteer time and contributions to advance knowledge and understanding, support potential, and create a more hopeful, equitable and sustainable world.

Our Shaping the World Campaign will reach its target in 2024, and we are developing the second phase of this endeavour, building on our success and momentum. Highlights include an unrestricted 8-figure gift to LSE’s endowment and achieving our 100,000-volunteer hour target in just 18 months. Our Philanthropy and Global Engagement (PAGE) Division has firmly established itself as one of the UK’s most successful university advancement teams.

### **Job Summary:**

The Head of Alumni Engagement is a senior role within LSE PAGE that is responsible for leading the School’s relationship with its community of c.230,000 alumni and 6,000 volunteers. It involves the strategic planning, development and delivery of an engaging programme across our mutual value proposition of Learning, Community, Support, Volunteering, Advocacy & Philanthropy. This includes a global network of c.130 alumni groups, our global alumni board, our established volunteering programmes (including our AI tool, Ask an Alum), our digital and learning portfolio and our Alumni Centre. The postholder also leads on our key Campaign target of securing volunteering hours in support of key School initiatives.

The Head of Alumni Engagement also works in close collaboration with key School partners including Student Marketing & Recruitment, Widening Participation, LSE Careers, LSE Generate (our entrepreneurship hub), Extended Education and the Students’ Union. In the new 2024/25 academic year, the postholder will be integral to building out our partnership and engagement with academic departments.

The Alumni Engagement Team comprises 9 staff, working closely with PAGE and departmental colleagues. The Head of Alumni Engagement is required to contribute to strategy and plans for the function and the division as a whole.



## **Duties and Responsibilities**

### **Strategic and Operational Management**

- Aligned with PAGE and LSE strategy, develop and deliver an inclusive global alumni engagement programme in line with our mutual value proposition – both digital and in-person, in London and globally, that ensures all alumni, wherever they are in the world and at whatever stage of life, can connect with and draw benefit from their lifelong relationship with LSE.
- Deliver to agreed Campaign targets on Volunteer Hours and Activations which support the School's wider aims of philanthropic and corporate engagement
- Lead work with relevant colleagues to maintain and develop Alumni Engagement metrics and set benchmarks for future years.
- Manage the Global Alumni Board (the Executive Committee), working in partnership with them to ensure that their support for LSE and LSE alumni complements and helps to advance School strategic priorities.
- Establish and maintain sustainable and effective relationships with academic leaders, departments and divisions to deliver co-ordinated alumni engagement efforts across the School
- Work closely with colleagues based in Asia and North America, to ensure tailored regional programming within a coordinated and consistent approach.
- Commission reports and analyse data to monitor and assess what does and does not work in our current offering, and make data-informed observations and recommendations to the PAGE leadership team in order to improve the programme accordingly.
- Produce reports on alumni activity and engagement for Divisional and School-wide use
- Develop and deliver policies, procedures and standards to underpin the alumni engagement programme.
- Work with the Head of Systems & Data to ensure that all relevant information can be recorded in the CRM to enable the School's relationships with its alumni to be tracked and monitored effectively, and appropriate management information can be produced.
- Act as the Subject Matter Expert for alumni systems and data, including in the implementation of Salesforce CRM
- Lead the Alumni Survey project for the alumni community and volunteers to encourage responsive programming and accurate reporting.
- Manage the Alumni Engagement team budget, supervising expenditure and ensuring compliance with the School's purchasing policies and financial regulations
- Develop and establish an external network of contacts in the HE sector for insight and best practice
- Research and analyse emerging trends from across the sector, incorporating best practice in management of alumni volunteers into LSE's alumni engagement strategy.

### **Alumni Communications**

- Work closely with the PAGE Communications team to promote the global alumni engagement programme to alumni and friends and coordinate segmented content that supports the advancement of new Alumni Engagement targets.
- Work closely with School colleagues and internal stakeholders to advance the School-wide delivery of coordinated alumni engagement, services and partnership opportunities
- Lead on all Alumni Engagement digital solutions, including shaping future opportunities in line with Salesforce implementation.
- Ensure that content around the mutual value proposition is compelling, engaging and impactful and delivers for the Shaping the World Campaign and School Strategy.



### **Alumni Programmes**

- Lead the programme to ensure that all alumni have opportunities to connect and engage with LSE wherever they are in the world, with particular emphasis on convening the global community digitally and in country.
- Working with LSE Careers and LSE LIFE, develop, deliver and promote a range of careers support activities, resources and services for alumni in the UK and worldwide, and lead on PAGE's contribution to a mentoring strategy that benefits students, recent graduates and alumni offering their time and expertise as volunteer mentors.
- Develop, deliver and promote a range of digital lifelong learning opportunities that add value to alumni's relationship with LSE and provide a base for strategic engagement opportunities.
- Ensure programmes are flexible, dynamic and respond to a changing global climate.
- Lead Alumni Engagement involvement and participation in Global travel, including Presidential and Leadership travel, in support of agreed Alumni Engagement priority markets.
- Oversee the Alumni Country Group and Professional and Inclusion Network volunteer programme ensuring opportunities are created to engage volunteers to support country group activity student and recent graduate needs, lifelong learning and the global community.
- Work closely with the Head of Supporter Relations & Events to develop and deliver a global alumni events programme in support of PAGE and campaign priorities.
- Oversee the LSE Alumni Centre, ensuring it delivers an outstanding campus experience to all alumni, has high utilisation and is fit for future need.

### **Internal Engagement**

- Manage the relationship between LSE's academic departments and the central alumni engagement team, supporting the development of new department-focused roles and ensuring the alignment of overall aims and mutual success in working with and for alumni.
- Work closely with Regular Giving colleagues to establish meaningful pathways between engagement and philanthropic participation.
- Chair the School-wide Alumni Engagement Staff Network to support institutional-wide activity and create a single LSE approach to alumni engagement.
- Develop internal processes and procedures for relationships between Alumni Engagement and wider school staff engaging former students. Work closely with the Head of Systems and Data to ensure data sharing processes are compliant and in the interests of the alumni community.
- Lead our relationship with LSE Careers, LSE Life and Executive Education programmes. Develop relationships between PAGE and the Executive Education Team/LSE Extend to define stakeholder engagement programme and ways to engage 'friends' of LSE.
- Lead on work with LSE colleagues to develop a range of physical and online lifelong learning programmes and executive education opportunities.

### **Staff Management**

- Lead, manage, mentor and develop the Alumni Engagement team, ensuring that they are fully integrated into the work of the PAGE office and LSE as a whole and that their work with alumni volunteer groups in London and around the world is delivered within a wider engagement framework that measures the efficacy of activity.
- Model and drive high level customer/engagement service for the Alumni Engagement team to ensure consistent and high-quality interactions between alumni and PAGE staff.
- Select, recruit, induct, coach and develop the team as appropriate in delivering a high-quality service to stakeholders and supporting LSE's strategic engagement and fundraising objectives.
- Conduct regular one-to-one meetings and career development reviews, proactively setting objectives and performance metrics, evaluating individual progress against objectives and PAGE targets, and identifying individual and team development needs.

**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.