



## 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:** Donor Relations Manager

**Department/Division:** Philanthropy & Global Engagement (PAGE)

**Accountable to:** Head of Supporter Relations

### Background:

The **London School of Economics and Political Science** (LSE) is entering an exciting period in its 127-year history. LSE 2030 will deliver a new strategic direction that will preserve and build on LSE's status as a world leading social science university that educates brilliant minds and creates knowledge that can transform global societies for a global impact.

In November 2021 LSE launched the public phase of Shaping the World, a major philanthropy and engagement Campaign to underpin the LSE 2030 goals and to help shape the world in the process. More than 50% of our Campaign goal has been raised and there is huge momentum building as we embark on the public phase.

The LSE **Philanthropy and Global Engagement Division** (PAGE) serves, engages and works in partnership with alumni and friends, staff and students, volunteers, donors, global partners, organisations and the wider community to further the strategic aims of the School. These reciprocal relationships increase engagement with LSE across the world and increase philanthropic income and strategic partnerships for agreed School priorities.

Within PAGE, the **Alumni, Supporter Engagement and Operations** (ASO) function is responsible for delivering a holistic and integrated programme and infrastructure which enables LSE's community of alumni, donors, volunteers, partners and other friends to have a meaningful and enduring relationship with the School in support of strategic LSE goals. The team of c40 is led by the PAGE Operational Director/Director of Alumni and Supporter Engagement, Deputy Director of Operations, and Deputy Director of Alumni and Supporter Engagement.

ASO sits alongside three other functions within PAGE: **Development** (philanthropy), **Corporate Engagement**, and **Global Academic Engagement**.

Within ASO, the **Alumni and Supporter Engagement** team delivers an engaging programme of events, communications, donor relations, giving, and volunteering opportunities for alumni, donors and other friends. It consists of four functions: **Alumni Engagement**, **Supporter Relations** (donor relations and events), **Regular Giving**, and **Communications**.

The **Supporter Relations** team coordinates, plans and delivers a portfolio of activities which enhance the relationship between LSE and its supporters.



### **Job Summary:**

The Donor Relations Manager will be responsible for providing an excellent LSE donor experience: planning, delivering and monitoring a comprehensive and structured stewardship programme to thank, recognise, inspire and report back to LSE's donors and supporters to show the impact of their support.

Through developing and implementing a programme of inspiring and consistent stewardship, the Donor Relations Manager will foster and enhance positive relationships between supporters and the School to facilitate and maintain mutually beneficial and enduring relationships throughout and beyond our Campaign.

This role will require effective collaboration with colleagues and key stakeholders across PAGE and LSE to ensure the smooth and successful planning and delivery of excellent stewardship. The postholder will need to effectively manage the relationships with stakeholders and suppliers to ensure stewardship activities and projects are delivered on time, on budget and meet objectives.

The Donor Relations Manager will develop, implement and maintain a stewardship matrix and programme which covers all levels of giving, and can be applied to all areas of giving, including but not limited to: student support, research, capital projects, legacy giving, and all other priority projects, to ensure a coordinated approach to stewarding supporters.

This role will support the Donor Relations Officer, sharing best practice and expertise, and will work closely with colleagues within the wider Supporter Relations Team and PAGE Division.

### **Duties and Responsibilities**

#### **Programme & Portfolios**

- To develop and deliver specific programmes and portfolios of work (as assigned by Head)
- To develop and implement, projects and associated policies and frameworks that will build foundations for, and enhance, the Donor Relations programme (as requested by Head of Team). Initial projects will include:
  - To develop, implement and maintain a comprehensive stewardship matrix to ensure a coordinated and consistent approach to stewardship
  - To develop and roll out implementation of stewardship plans and ways of working
  - To coordinate and implement a system to track and monitor stewardship actions to ensure agreed stewardship is delivered on time, on budget and meets expectations
  - To develop and deliver bespoke stewardship plans for campaign/special projects
  - Implementation of naming & recognition policy

#### **Delivery**

- To ensure that all donors are stewarded in line with gift agreements and stewardship matrix on time and on budget
- To ensure seamless delivery of professional and high-quality stewardship, with high level of attention to detail
- To plan, coordinate and deliver stewardship activities (split portfolio with Donor Relations Officer, as assigned by Head) in accordance with stewardship matrix and agreed programmes, including but not limited to:



- The reporting process (content gathering and writing for individual and group reports, including endowment reporting)
- Gift Announcement processes
- Digital stewardship (including videos)
- Creative/bespoke stewardship (including gift giving)
- Agreed annual/repeat stewardship (including Giving circle/club/group activities)
- Naming & recognition: To maintain/produce/monitor agreed physical/virtual donor boards, lists and recognition
- To support the Donor Relations Officer with work related to the thanking process and the Scholarship stewardship programme

**Stewardship Events:**

- Support the PAGE Events Team with key stewardship and Campaign events eg. with donor information/data, sourcing donor and recipient speakers, contributing to event literature and materials/messaging
- To attend stewardship events (and support Events colleagues at other events as requested)
- On occasion, may be requested by Head of Team to organise smaller donor related events with PAGE colleagues

**Create a meaningful LSE donor experience by:**

- Working closely with relationship managers, to design and develop individual and group stewardship pieces that provide an excellent LSE donor experience
- Developing an in-depth understanding of individual donors, trusts and corporate supporters – working with relationship managers to understand their donors' motivations for giving and their relationships with LSE
- Thinking creatively about how to present impact, implement new ideas and identify opportunities in order to increase donor loyalty and giving
- Developing effective and appropriate solutions to issues that arise in relation to stewardship

**Processes**

- To improve and implement stewardship processes across PAGE (as guided by Head), working closely with colleagues to ensure clear and joined up ways of working
- To identify areas for improvement and ensure that stewardship processes evolve and remain fit for purpose in order to ensure the team's continued growth and enhancement
- To develop and implement stewardship plans, and a framework to record, track and monitor all stewardship
- To monitor all stewardship actions and cycles to ensure deadlines are met and enable effective planning
- To ensure system in place to record and track all naming and recognition, and to take responsibility for monitoring this tracker (current and future opportunities)
- Working with the Head of Supporter Relations, to ensure processes for agreeing to new stewardship activities are in place, are followed, and evolve as necessary

**To ensure a data driven approach to stewardship by:**

- Working with Heads of Supporter Relations, and Systems & Data Team to ensure that all relevant stewardship information can be recorded in the CRM, and contribute to putting in place a system to track and monitor stewardship actions
- Once in place, to ensure that all stewardship actions are recorded accurately on CRM to enable consistent tracking, and that agreed stewardship data processes are implemented



- To work with the Systems & Data Team to ensure that donor data is consistently and accurately maintained and facilitate using this as needed for donor communications (including VIP list)

### **Planning**

- To identify areas for improvement within the stewardship function, and develop and maintain templates and planning tools to ensure best practice
- To understand the role of Donor Relations in the development pipeline and ensure that stewardship is tailored and bespoke to maximise donor engagement
- To stay abreast of campaign priorities and ensure that stewardship remains supportive and complementary of current PAGE objectives
- To stay abreast of developments within the Donor Relations sector, identifying trends and examples of best practice in order to inform programme development and planning
- To ensure a smooth and rigorous planning process for all donor relations activities and projects by using planning tools such as: trackers, project plans, proposals, briefings etc
- To share information with the right colleagues at the right time to ensure they are briefed and aware of upcoming donor relations plans, priorities and division of labour
- To create a budget for each piece of stewardship at the start of the planning process and obtain sign-off for the proposed budget before incurring any costs. To monitor the budget and escalate any risks.
- To ask for feedback, evaluate work, apply key learnings and use this to inform future planning

### **Collaboration & Internal stakeholders**

- To proactively build and maintain excellent working relationships with PAGE relationship managers to foster and embed a collaborative approach to Donor Relations
- This role demands a high level of cross team working within PAGE. Key PAGE relationships include: Development, Corporate, Systems & Data, Gift Management & Partnership Income, Exec Support Team and wider Alumni & Supporter Engagement Team
- To foster collaborative working relationships with colleagues across the School to achieve objectives, and ensure the seamless delivery of donor relations activity (In particular with Financial Support Office, Estates, Comms Team & Design Unit, Departments and Divisions)
- To liaise with donors/their teams (alongside Relationship Managers) and funding beneficiaries as required
- Act as a representative for the interests of the division when working on projects managed outside of PAGE
- To source and maintain relationships with internal and external suppliers as relevant
- To provide Donor Relations expertise to colleagues, sharing best practice

### **Communications**

- To work closely with communications colleagues on donor impact pieces (online, videos, print), ensuring clear roles & responsibilities agreed at start of cross team projects
- To proactively identify, source and coordinate content from donors and funding recipients to be used as case studies in communications
- To work with communications colleagues and the Design Unit/external designers/videographers etc to produce stewardship materials
- To advise on the coordination of gift announcements and work closely with communications colleagues in delivery



- To contribute to development of templates for stewardship materials (thank you letters, reports etc)
- To drive campaign engagement internally and through communication with donors
- To use (where relevant) content management system to produce, schedule and send stewardship communications and relevant programs for donor report templates

**General:**

- Be a professional representative for PAGE and the School
- Demonstrate a high-level of discretion in dealing with confidential information
- Show commitment to high levels of Donor Relations and excellent service delivery
- To escalate risks in a timely manner
- Take responsibility for personal professional development

**Flexibility**

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies 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.