



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: Alumni Engagement Regional and Thematic Lead

Department/Division: Philanthropy & Global Engagement (PAGE)

Accountable to: Alumni Engagement & Volunteering Manager

Background:

For more than 125 years, pioneering research by the London School of Economics and Political Science (LSE) has improved lives, reduced poverty and expanded the frontiers of human knowledge. Already ranked the top-rated university for social sciences in Europe, our ambitious LSE 2030 strategy aims to position the School as being the leading social science institution with the greatest global impact. To deliver on this, LSE launched last year a major public philanthropic and engagement campaign – Shaping the World – aiming to raise at least £350 million and 100,000 volunteering hours from our global community of supporters. We are well on our way to achieving this and there couldn't be a better moment to join us!

LSE's Philanthropy and Global Engagement (PAGE) division engages with alumni and friends, staff and students, volunteers, organisations and the wider community to support their lifelong relationship with LSE, further the strategic aims of the School, and to engage supporters in volunteering, advocacy and philanthropy for agreed School priorities.

Job Summary:

The Alumni Engagement Regional and Thematic Lead are two new roles responsible for creating a portfolio of strategic and accessible engagement, volunteering and advocacy opportunities for alumni, priority activity with the School's Shaping the World Campaign. This work will include leading our engagement programmes in priority regions, alignment with key Campaign priorities and managing relationships with senior volunteers and advocates globally.

With the Alumni Engagement & Volunteering team, they are responsible for the delivery of our 100,000-hour volunteer and advocacy target. This target will be of particular importance in increasing alumni engagement throughout and beyond our Campaign, as we seek to develop reciprocal relationships with our global alumni community.

The Alumni Engagement Regional and Thematic Leads will act as a key relationship manager and will develop specialisms in two regions EMEA (UK and Europe, Africa and the Middle East) and APAC (Asia and the Pacific) and Campaign priorities (which include globally important themes including sustainability, data science, entrepreneurship, health and wellbeing or social cohesion).

Both roles will support the wider Alumni Engagement team in sharing best practice and expertise as well as representing the Alumni Engagement team at internal and external meetings.



The postholders will demonstrate a high degree of independence, agility, and organisation to deliver a complex portfolio of new projects sometimes without precedent and with minimal supervision around the world.

Duties and Responsibilities

Engagement Activity including international (30%)

- Create and deliver a vibrant and innovative engagement programme (volunteering, advocacy, programmes, meetings and events), bespoke to assigned international audiences and priority Campaign themes, with a 'digital first' mindset.
- Deliver and create bespoke regional content to engage local audiences in key LSE priorities to support advocacy programme
- Travel with senior LSE staff, including the LSE Director, senior faculty and PAGE fundraisers to deliver engagement activity outside of London – focused on:
 - one to one advocacy meetings/volunteer stewardship meetings
 - bespoke roundtable conversations to connect alumni leaders to research, careers or recent graduate priorities
 - mass engagement opportunities including volunteering, communications, events and regular giving in liaison with PAGE colleagues
- Ensure all engagement activity is data led, utilising the Alumni Engagement Ladder and Alumni Personas to target activity and continuous improvement

Volunteer and Advocacy development (30%)

- With the Alumni Engagement & Volunteering Manager, help design, develop and implement our global advocacy programme ensuring our research and fundraising priorities are connecting with alumni in regions.
- Lead our engagement programming for assigned campaign priorities and work with PAGE colleagues to find innovative ways to deliver key messages to global communities.
- Grow alumni advocacy in assigned regions and to ensure that LSE is actively building relationships with local influential alumni to support fundraising, careers, corporate and research outcomes
- Lead on one area of cross team volunteer and advocacy programming including one of Welcome to the City, Global Networking Night or Volunteering Day ensuring ongoing programme growth and outcomes
- Manage a pool of relevant research centres to connect regional research with local communities, particularly in support of early career researchers.
- Liaise with relevant external bodies, such as the British Council, to engage our global communities
- Develop a volunteer and advocate training opportunities through a year-round communications plan.
- Deliver regular stewardship activity for volunteers to improve volunteer retention and conversion to other activities
- To develop and deliver volunteer induction sessions to onboard new volunteers and advocates

Alumni Portfolio Management (20%)

- Develop deep and mutually beneficial relationships with a portfolio of alumni advocates, volunteers and rising stars (approx 50-80 person pool)
- Build effective relationships with influential internationally based alumni and supporters in an assigned region, with the objective of turning them into key supporters to feed ongoing, mutually beneficial pipelines of volunteers, advocates and donors.

Committee Liaison (20%)



- Manage the relationship with the leadership of regional alumni groups, stewarding alumni group volunteers, promoting existing programmes through marketing support and helping to identify new programmes or opportunities.
- To manage the Alumni Association's Regional Liaison Committee, including agenda, meeting planning and providing LSE updates to ensure that there is a regular forum for promotion, discussion and feedback which reflects the wider reciprocal relationship between alumni and School.
- To manage, deliver and provide insights on our Alumni Group Leaders Survey to provide a regular formal opportunity for global volunteer feedback
- To organise further volunteering feedback surveys/sessions, particularly where a volunteer finishes in a role, to ensure all programmes are continually developed and improved.
- To be responsible and to run integrity checks for the Alumni Volunteer Agreement to ensure all active volunteers understand their responsibilities and how LSE can support them

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 Alumni Engagement and excellent service delivery
- To escalate risks in a timely manner
- Take responsibility for personal professional development
- To deliver to agreed KPIs and take a target based approach to engagement

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.