

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 Reunions Programme Manager (Participation and Giving)

Department/Division: PAGE
(with dotted line to Director of Regular Giving)

Accountable to: Director of Alumni Engagement

Job Summary

The Alumni Reunions Programme Manager (Participation and Giving) will lead the development, delivery and continuous improvement of LSE's reunion programme, creating meaningful opportunities for alumni to reconnect with one another and with the School at key milestone moments.

Working across Alumni Engagement, Regular Giving, Major Gifts and Legacies, and in close partnership with Supporter Engagement, the postholder will develop and deliver a strategic programme of reunion engagement that increases alumni participation, strengthens volunteer leadership and supports philanthropic giving. The role will drive engagement and fundraising outcomes through volunteer-led initiatives, class and reunion giving programmes, targeted communications and stewardship activities.

The postholder will act as the School's lead for reunion engagement, developing pathways that support progression from participation and volunteering into regular giving, major philanthropy and legacy commitments. Working collaboratively across PAGE and the wider School, they will establish a sustainable reunion programme that contributes to both the Alumni Engagement Strategy and LSE's fundraising ambitions.

Duties and Responsibilities

Reunion Programme Strategy and Development

- Lead the development and implementation of LSE's reunion programme, including milestone year reunions and associated engagement activity.
- Develop a long-term strategy for reunion engagement aligned to institutional alumni engagement and fundraising priorities.
- Establish a sustainable programme model that supports participation, volunteering and philanthropic objectives.
- Monitor sector best practice and emerging trends in reunions, alumni engagement and milestone giving.
- Develop measures of success and use evaluation findings to drive continuous improvement.
- Prepare strategic recommendations and business cases relating to the future development of reunion activity.



Alumni Participation and Volunteer Leadership

- Recruit, train and support reunion volunteers, class representatives and reunion committees.
- Develop volunteer-led approaches to increase participation, peer-to-peer engagement and alumni advocacy.
- Build strong relationships with reunion volunteers and provide effective stewardship and recognition.
- Identify opportunities for alumni to engage as volunteers, mentors, ambassadors, speakers and supporters of the School.
- Work with alumni leaders to strengthen engagement within milestone cohorts.
- Ensure reunion programmes foster belonging, community and lifelong connections with LSE.

Giving Participation and Pipeline Development

- Develop and deliver a strategic approach to reunion giving, class giving and milestone-year philanthropy.
- Work closely with colleagues across Regular Giving, Major Gifts and Legacies and Supporter Engagement to create a coordinated approach to milestone engagement and fundraising, including ownership of a reunions fundraising target.
- Develop opportunities for alumni to support the School through philanthropy at key reunion and anniversary moments.
- Support volunteer-led fundraising and peer-to-peer giving initiatives where appropriate.
- Promote a culture of philanthropy through impact reporting, storytelling and donor recognition.
- Work with Supporter Relations to develop engagement and stewardship opportunities for established supporters and prospective legacy donors at key milestone moments.
- Work with fundraising colleagues to identify alumni with the potential for deeper philanthropic engagement.
- Contribute to participation, fundraising and donor acquisition targets associated with reunion and milestone programmes.

Programme Delivery

- Lead the planning and delivery of reunion activity and associated milestone engagement activities.
- Work closely with Events and Communications colleagues to ensure high-quality participant experiences in line with our other flagship activity.
- Develop and manage programme budgets and monitor expenditure against agreed targets.
- Oversee relationships with external suppliers and partners where required.
- Ensure reunion activities are delivered in accordance with School policies and procedures.
- Evaluate programme performance and participant feedback to inform future activity.

Communications

- Develop engagement and communications plans for reunion and milestone audiences.
- Work closely with Communications colleagues to:
 - Create compelling reunion and giving campaigns, complementing the existing communications programmes and messaging.
 - Develop content and storytelling that demonstrate the impact of alumni engagement and philanthropy.
 - Ensure communications support participation, volunteering and fundraising objectives.
 - Contribute content for digital channels, publications and broader alumni engagement campaigns.
 - Support the development of alumni case studies, volunteer profiles and donor impact stories.



Data, Insight and Reporting

- Use CRM, engagement and fundraising data to identify audiences, opportunities and trends.
- Develop and monitor KPIs relating to participation, volunteering, philanthropy and donor progression.
- Analyse programme outcomes and provide regular reports to senior stakeholders.
- Use data and insight to inform future programme development and continuous improvement.
- Ensure accurate recording and reporting of volunteer, engagement and fundraising activity.
- Work with Systems and Data colleagues to improve understanding of reunion audiences and milestone cohorts.

Stakeholder Management and Collaboration

- Act as the primary point of contact for reunion and milestone engagement activity across PAGE.
- Build effective relationships with colleagues across Alumni Engagement, Regular Giving, Major Gifts, Legacies, Communications, Events and Data teams.
- Collaborate with academic departments and other School stakeholders to identify reunion and engagement opportunities.
- Represent reunion programmes within relevant internal working groups, project teams and governance structures.
- Promote a joined-up approach to alumni engagement, volunteering and philanthropy across the School.
- Support wider strategic initiatives that strengthen lifelong alumni engagement.

General Responsibilities

- Contribute to the wider objectives of PAGE and the Alumni Engagement Strategy.
- Undertake other duties commensurate with the grade and responsibilities of the post.
- Support School-wide events and initiatives as required.
- Comply with all School policies and procedures, including those relating to equality, diversity and inclusion, health and safety, data protection and safeguarding.

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.

Free Speech

[The Code of Practice on Free Speech](#) outlines the responsibilities of LSE to protect and promote freedom of speech and academic freedom within the law for students, faculty, staff, and visiting speakers. It applies to all activities on LSE premises and those conducted in the name of the School or LSE Students' Union at any location. The Code confirms that LSE does not take formal positions on political or international issues but provides a platform for critical debate within the law, taking account of the various legislative requirements and the context provided by policies and procedures. Procedures are set out in the Code on how events must be arranged and conducted.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and inclusive university. All staff are expected to contribute to a working, teaching and research environment in which people are treated with dignity and respect, and to comply with LSE's duties to prevent unlawful discrimination, harassment and victimisation on the grounds protected by the Equality Act 2010. LSE is also committed to advancing equality of



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opportunity in relation to social and economic background. These expectations do not require staff or applicants to endorse any particular political, philosophical or contested viewpoint, and are subject to LSE's statutory duties and commitment to protect freedom of speech and academic freedom within the law, which includes the right of academic staff to question and test received wisdom, and to put forward unpopular or controversial opinions.

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.