



University of  
**Salford**  
MANCHESTER

## **Job Detail**

(Overview, Role Detail and Person Specification)

# Marketing, Recruitment and External Relations

## **Prospect Research Officer - Grade 6**

**(Ref: *MPF2359*)**

## **Role Title: Prospect Research Officer**

## **Reports To: Development Operations Manager**

### **Overview**

We are looking to appoint an experienced Prospect Research Officer to drive our identification and research strategy to underpin fundraising and strategic stakeholder engagement.

We are looking for a capable, self-motivated, and enthusiastic individual who can hit the ground running. A pro-active approach to work and a can-do attitude is a must for this role, as is previous experience of, and proven success with, prospect and/or stakeholder research and identification.

The role is pivotal in helping to support identification of research on and engagement with key stakeholders including political representatives and policy makers, our extensive alumni community, supporters of the University and likely donor prospects. The post reports directly to the Development Operations Manager and is based within the Development Services team in Alumni Engagement & Development.

The University of Salford was founded in 1896 in response to the needs of industry. We provide real-world learning and proudly collaborate with industry to develop highly employable graduates. We are the fastest growing University in the Northwest and the fifth fastest in the UK, with over 25,000 students, 2,300 staff and a global alumni community of over 200,000.

It is an exciting time for the University. We have bold and ambitious plans for growth and development. Over the next 10 – 15 years we will undergo a radical transformation through the delivery of the Salford Crescent Masterplan. The Masterplan is a partnership between the University, Salford City Council and English Cities Fund and has a vision to create a world class, globally recognised destination for people to live, learn, work, visit and play. Our Masterplan presents an opportunity for an institutional step change in how we approach philanthropy and the role it will play in realising our ambitions for the campus and beyond.

The University has also recently signed a Civic University Agreement – the biggest of its kind - in collaboration with the Mayor for Greater Manchester Andy Burnham and the four other Higher Education institutions within Greater Manchester. The Civic Agreement sets-out a commitment of collective action on six priority areas for the region, including education and skills, reducing inequalities, jobs and growth, the digital economy, net zero, and the creative and cultural economy.

Within this framework strategic stakeholder engagement and philanthropy has a vital role to play. The Alumni Engagement and Development Team are critical to sourcing new major philanthropic gifts, developing our existing relationships and identifying new supporters and advocates in enabling key projects and programmes across the institution.

## **Role Detail**

### **Role Purpose**

This role plays a pivotal part in helping the University achieve its philanthropic, volunteering and advocacy ambitions by providing a service that gives greater understanding of our current and prospective supporters. The Prospect Research Officer is responsible for identifying new High Net worth Individuals (HNWI) and alumni as well as enhancing the relationship with existing supporters. This is achieved through providing research and intelligence to colleagues within the Alumni Engagement and Development Team and across the wider University, matching supporter's motivations with opportunities to aid our students and further enhance our world leading research and impact. The role is also pivotal to protecting the University's reputation through the provision of a due diligence service on potential supporters.

The Prospect Research Officer will provide colleagues with recommendation/s for the strongest route to engage key stakeholders, propose targets for engagement through stakeholder identification and mapping and provide insightful questions for gathering further and vital information from prospects. The post holder will ensure all prospect and alumni information (e.g., research reports, database records, ratings) is kept completely up to date through the timely recording of all notable engagement with colleagues and externally gathered information, such as local and national news stories, awards lists and University projects and updates.

The holder of this post will ensure they keep abreast of all University of Salford news, developments, plans, projects, and research. They will apply this up-to-the-minute information to inform the direction of their research, identification, allocation, and recommendations for approaches. The Prospect Research Officer must be motivated and driven to match prospects, advocates, and stakeholders to relevant areas of interest within the University, to help guide fundraisers, alumni engagement, and public affairs approaches, asks, connections and to further external relationships. It is essential that the role holder is on top of all fundraising, alumni engagement, and public affairs priorities and that their work is focused accordingly.

The role holder will also deliver reporting, administration, data maintenance and some database support to the Alumni Engagement and Development Team. This includes the creation, management and presentation of prospects and advocates status and progress reports, the management and administration of monthly prospect and advocate meetings, and assistance in the running and planning of database training for users.

The Prospect Research Officer is key in providing high quality, accurate, comprehensive, and inventive service to support the University's aspirations in fundraising, alumni engagement, events and political engagement.

Occasionally the Prospect Research Officer will be required to perform duties outside of research, such as drafting correspondence, assisting with the organisation of stakeholder visits, meetings, and other events, and liaising internally with colleagues across the University to access information to inform communication with external stakeholders.

## Main Responsibilities

- Development and management of a proactive and responsive service to identify, research and prioritise new and prospective donors/supporters in line with departmental strategy, matching motivations with opportunities, with a focus on high-net-worth individuals, trusts and foundations, and companies.
- Deliver the research service, advising and assisting colleagues on specific aspects within the department to maximise service quality, efficiency, and continuity. Proactively initiate prospect development work, as well as managing and prioritising incoming requests.
- Prepare and analyse management information, including the Major Gift Prospect Pool, highlighting trends and making recommendations where appropriate through the provision of briefings, presentations or written reports to support the leadership team and fundraisers.
- Research, collate, organise, and edit materials including prospect profiles, due diligence, naming and other reports to tight deadlines, and ensure that the portfolio is regularly validated, qualified and updated from a range of sources.
- Maintain and improve administrative procedures and quality of service around prospect research, due diligence, and naming, ensuring the efficient and effective running of the functions and dissemination of new and revised procedures to relevant team members.
- Work with the Development team throughout the cultivation process to regularly assess prospects, providing further insight and research as relationships develop to maximise the potential relationship with the prospect.
- Keep skills updated and develop depth and breadth of knowledge within prospect development, utilising current research and information resources relevant to the team. Participate in reviews of information systems and recommend new resources to improve efficiency and effectiveness.
- Ensure compliance with University policies and procedures, Fundraising Regulator Code of Fundraising Practice, the Fundraising Standards Board Promise, and all relevant legislation. Promote fundraising and alumni relations best practice and keep abreast of industry changes and developments through relevant continuing professional development.
- Manage information and maintain accurate records using the Raiser's Edge database and paper-based records in support of the teams prospect development and management function.
- Actively participate in departmental team meetings and develop good working relationships with other University departments to assist the delivery of shared objectives and encourage other teams to generate support and awareness.
- Represent the University by assisting at events, including those during evenings and weekends throughout the year.
- Participate in project/working groups as requested by the Senior Manager (Prospect Development) to represent the department and influence decisions made.

- Provide cover for essential functions of the Development Services team (e.g. data extract and reporting etc.).
- Be recognised as the main point of contact for prospect research and due diligence, liaising as necessary with external departments to ensure relevant work (e.g. due diligence reports) requiring sign off are presented accordingly and decisions are fed back to the team.
- Consult and work with professional bodies including the Institute of Fundraising, Institute of Direct Marketing and CASE (Council for Advancement and Support of Education) through attending events, training and special interest groups

### **Additional**

- Manage special projects as required.
- Undertake research and produce written reports on prospects or donors as required.
- Develop a strong knowledge of sector best practice through networking, benchmarking against comparable institutions, identifying and undertaking training and development opportunities.
- Represent the Team in cross departmental meetings to further the aims of the directorate in line with the goals of the University.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- Engage with the University's commitment to deliver value for money services that optimise the use of resources by maintaining a cost-conscious approach when undertaking all duties and aspects of the role.
- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with University policy.

*This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment*

## Person Specification

### Qualifications

	<b>The successful candidate should have:</b>	<b>Essential/ Desirable</b>	<b>Tested by* A, I, P, T</b>
1	Degree, equivalent qualification; or relevant experience.	Essential	A

### Background & Experience

	<b>The successful candidate should have:</b>	<b>Essential/ Desirable</b>	<b>Tested by* A, I, P, T</b>
1	Experience of highly effective and innovative identification of prospects or stakeholder groups.	Essential	A, I
2	Experience of thoroughly and efficiently analysing findings to identify specific, targeted information about a stakeholder group, preferably high net worth individuals.	Essential	A, I, T
3	Experience of writing insightful, accurate and concise reports on prospects, or a defined stakeholder group.	Essential	A, I
5	Experience of confidently presenting key information to peers and senior colleagues formally or informally.	Essential	A, I
6	Experience of recording and managing information on a relationship management database, e.g. Raiser's Edge, Salesforce.	Desirable	A, I
7	Experience of managing and meeting conflicting deadlines and targets and adjusting to changing priorities.	Essential	A, I
8	Experience of producing high quality written communications to inform correspondence, key messages, event invitations, and press articles.	Essential	A, I

### Knowledge

	<b>The successful candidate should have demonstrable knowledge of:</b>	<b>Essential/ Desirable</b>	<b>Tested by* A, I, P, T</b>
1	Competence in using Microsoft Office applications including Word, Excel, Outlook and of online research tools and practices.	Essential	A, I, T
2	An understanding of the importance of the University as a worthwhile charitable cause and its role in the regional and national policy sphere.	Desirable	A, I

## Skills & Competencies

	The successful candidate should demonstrate:	Essential/ Desirable	Tested by* A, I, P, T
1	The ability to think and work strategically and to plan how to most effectively identify and research prospects and stakeholder groups.	Essential	A, I
2	The drive to carry out creative, innovative and thorough research on individuals or organisations, with the tenacity to uncover all key information and the instinct to know when all relevant detail has been found. The ability to tailor research methods to the prospect/advocate/stakeholder, focusing on sources are most likely to provide results.	Essential	A, I
3	Excellent organisational skills with meticulous attention to detail and accuracy.	Essential	A, I
4	The initiative and momentum to take existing processes, to adapt and develop them to ensure they are as efficient and effective as possible and that they achieve their goals.	Desirable	A, I
5	Proven ability to communicate clearly orally and in writing, to ensure effective reporting and ensure productive dialogue with alumni, donors and prospects	Essential	A, I, T
6	The ability to work proactively and autonomously as well as establish and maintain harmonious relations with a diverse constituency.	Essential	A, I
7	A positive attitude and friendly approach to dealing with colleagues and clients.	Essential	I
8	Willingness to undertake some evening and weekend work.	Desirable	A, I

**A = Application form, I = Interview, P = Presentation, T = Test**

Details of any assessments required will be provided in the invitation to interview letter.

- Appointments to grades 1 to 6 will normally include a competency based interview and work based simulation exercise.

Within your supporting statement you should describe how your skills and experience match the criteria listed in the person specification. Please provide narrative to each of the key sections (Background & Experience, Knowledge and Skills & Competencies).

Strong applications will demonstrate experience relevant to the essential and desirable criteria. You should aim to be as concise and succinct as possible when providing your narrative, as this will greatly assist the shortlisting panel in reviewing your application.