

University of Birmingham

Prospect Research Manager



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Welcome message

People are at the heart of everything we do, whether they are the students we support through scholarships, the researchers we help to take their ideas further, or the exceptional colleagues we get to work with every day. Which is a good thing, given that a phrase you frequently hear in teams like ours is that “people give to people”.

We are at the midpoint in our institutional campaign, Birmingham In Action, and with this significant investment into the team, now really is the time to join (actually, don't tell anyone, but there is even more investment to come in the next couple of years!). Much of the hard work has been done - steering the campaign through the various committees to get sign off, and launching it around the world. Frankly, now we're at the exciting part; it's time to take these fantastic projects, these investment opportunities - in cancer, youth mental health, our environment, scholarships and so much more - to potential donors, in Birmingham, London, and beyond, and ask people to join us as the University seeks to address these global challenges. This is why we are looking for someone like you to join us at this crucial time.

Like me, I imagine you too are attracted by the scale of the ambition, the excellence of the campaign presentation, and the fantastic opportunity that working for a huge, civic University with over 300,000 alumni around the world offers. As well you should be! Birmingham In Action will be one of the best campaigns to work on, one of the largest in the modern history of UK Higher Education, and you can play a vital part in securing our ambitious yet achievable objectives.

Our team members are passionate, creative, and ambitious individuals who are dedicated to our work, as well as to supporting each other. We are determined to welcome a diverse group of colleagues into our team to represent the student body we support, the alumni constituency we engage with, and the city in which we thrive. If you want to make an impact, take on a new challenge, and work alongside a talented, supportive and dynamic gang then this is the role for you. I see this as an opportunity for someone to make their mark both at the University of Birmingham and within their career. Hopefully you see the possibilities that I do, and will consider joining us; we're ready to welcome you, to stretch you, and to give you every opportunity to flourish.

What are you waiting for?



Gavin A. Maggs
Director of Development
& Alumni Relations

Background Information

The University of Birmingham has been challenging and developing great minds for more than a century. The University grew out of the radical vision of our first Chancellor, Joseph Chamberlain. Founded in 1900, Birmingham represented a new model for higher education. As England's first civic university, students from all religions and backgrounds were accepted on an equal basis.

The University has a global reach, including several partnerships with other leading universities around the world. We are an ambitious and successful research-intensive University (one of the top 100 research-led universities globally) and have produced 10 Nobel Prize winners, including three who received their awards in 2016.

We are also grounded in our local community, having opened the first fully comprehensive university secondary school in 2015, and played host, as an Official Partner, to the Birmingham 2022 Commonwealth Games. Our exceptional facilities allowed the University to deliver an outstanding international sporting event that focussed the eyes of the world on our city, our region, and our world-leading reputation for excellence. Over 1,000 staff and students volunteered in and around the Games, and our

campus hosted the hockey and squash tournaments with alumni and students securing a total of TWELVE medals!

Characterised by a tradition of innovation, research at the University has broken new ground, pushed forward the boundaries of knowledge, and made an impact on people's lives. We continue this tradition today with our academics tackling a wide range of issues that challenge our society. From exploring the impact of climate change, helping to address global health epidemics, and changing our understanding of Shakespeare, our academics are making a positive difference in our world.

Alongside this, access to education remains a key part of our purpose, ensuring the brightest and best students are not held back by their circumstances and have the opportunities they deserve. Our students come from nearly 150



countries and our flagship outreach programmes mean that almost 25% of our student population come from disadvantaged backgrounds: one of the highest proportions in the UK.

About DARO

The Development and Alumni Relations Office (DARO) exists to support the academic and student community by engaging, inspiring, and celebrating alumni, individuals, corporates, and charitable funders who give their money, time, and networks to support the University's strategic priorities. The Office, which is comprised of five teams, is focused on fundraising and



volunteering from alumni, organisations, and individuals who are passionate about changing lives, through funding various research trials, supporting student bursaries, mentoring students, and providing internships.

DARO colleagues are empowered, passionate, creative, and ambitious individuals who have a great sense of humour and like to have fun! Our mission is to attract, develop, and retain amazing people, ensuring everyone flourishes and succeeds in their role.

Our commitment to our people is clearly demonstrated by our outstanding Staff Survey scores. We are a friendly team who enjoy spending time together. Amongst other social events we have an annual summer picnic and awards event which is a particular highlight of the year and we are committed to training and development with a strong affiliation with CASE Europe.

As the office grows, so do our ambitions, and by joining us you will help us to become the most innovative, diverse and sector leading office globally.

Our Campaign

In October 2019 we launched the Birmingham In Action campaign, which aims to transform lives for our generation and the next, by tackling some of the world's greatest challenges, today. The campaign is truly global (having launched in Birmingham,



London, Hong Kong, New York, and San Francisco) and aims to raise £400 million, and secure 1 million hours of volunteering, making it one of the largest campaigns in the UK Higher Education sector.

Our campaign will continue to engage with our alumni community, staff, students, volunteers, high-net-worth individuals, here and abroad, as well as the global grant-making trusts and corporate partners who have the capacity to support us and affect real change, to turn research into life-saving solutions, and ensure young people are not held back by their circumstances and have the opportunities they deserve.

For more information about our campaign priorities, please go to the campaign website: <https://www.birmingham.ac.uk/birmingham-in-action/index.aspx>

See **Appendix A** for DARO team structure chart.

Our Commitment to Equality, Diversity, Inclusion and Belonging (EDIB)

We value diversity and inclusion and welcome applications from all sections of the community. In DARO, we believe passionately that a diverse team is crucial to our success, and that each team member has a role to play in improving inclusivity and belonging.



As a team, we have worked hard to shape some initiatives of our own. These include creating a 'Know Better, Do Better' working group to share good practice and to discuss issues around E, D, I & B. We are also part of a number of University-wide groups such as the EDI Community of Practice Group, the Race Equality Network Committee, and the Rainbow Network, and we sit on workstreams for the Race Equality Charter. We also recognise the importance of improving diversity across the sector and belong to the CASE Multi-Cultural Network and the Ross EDI group.

Our commitment to Equality, Diversity, Inclusion and Belonging is part of our day-to-day activity and we hope, in joining our team, you will feel this is as important as we do.

Developing sustainable, smart campuses and ways of working

We are committed to sustainability and we value green working practices. The environment is an integral part of our campaign and we encourage eco-friendly ways of working in order to have a positive impact on our campus and global surroundings.

DARO won a Green Impact Award, and have created a green policy for our office which recognises that day to day changes and improvements made by our team have made our working practices more sustainable. When we

work together as a team small changes can make a big difference!

Location

Our estate is large and varied covering 672 acres, with over 200 buildings of different ages and architectural styles, ranging from grade one and two listed properties to state-of-the-art learning and research spaces. As well as the main Edgbaston campus in south Birmingham where DARO's office is situated, we have sites in Stratford-upon-Avon, Ansty (near Coventry), Coniston (in Cumbria), Ironbridge (Shropshire), and Dubai (UAE).

The campus offers excellent transport links with its own University Station located a five minute walk from the DARO office and a seven minute train journey from Birmingham city centre. Alongside the ample car parking spaces, travel discounts are available and DARO actively encourage the use of public transport and cycling to the office, as a way of improving our commitment to sustainability.

Staff have access to the campus bars, restaurants, shops, hair salon, opticians, and a sports centre and gym, including a 50m pool, which offers discounted rates for staff. For those passionate about arts, culture and academia, you will be able to make the most of the culture and collections on site including the Bramall Music Building housing the Elgar Concert Hall, the state-of-the-art Cadbury Research Library, The Barber Institute

of Fine Arts showcasing the work of renowned artists, The Lapworth Museum of Geology, and Winterbourne House and Garden. In January 2019 the University completed the Green Heart campus restoration - a dramatic and striking 12 acres of multi-use outdoor space for students, staff, and the local community to enjoy at the heart of campus.

In addition to these facilities you will have access to the University's outstanding nurseries, research facilities, faith support, wellbeing services, staff networks, and the opportunity to volunteer. All staff are entitled to an allowance of one day each year to volunteer locally. This is part of the

University's commitment to both the professional development of staff, and our civic responsibilities to the city and the region.

University of Birmingham | Virtual Tour

Why Birmingham?

Located in the West Midlands, with excellent transport links to London, Birmingham is the UK's second-biggest city and a major European centre. It is a city of historical interest and contemporary vision, and has a rich and diverse community that creates a vibrant, multicultural and exciting place to live and work. As a dynamic and modern city with

significant inward investment, Birmingham continues to thrive.

Our city is home to the internationally renowned Birmingham Royal Ballet and one of the world's greatest concert venues, Symphony Hall. The City Museum and Art Gallery houses the world's finest collection of Pre-Raphaelite paintings alongside a major collection of old masters, modern, and contemporary paintings.

Alongside this the city offers a quality lifestyle, with 5 Michelin starred restaurants, and a busy calendar of festivals and events all set within the architecture and historic waterways of the city.

The city is also incredibly easy to reach. Right in the centre of England, it's well-connected by road, rail and air. The stunning New Street Station redevelopment opened in 2015; providing links to the University's own dedicated railway station as well as trains every 20 minutes to London, which is only an 80-minute journey. The spectacular Grand Central shopping and restaurant complex sits above the station and is just a short walk from the iconic Bullring, one of the largest dedicated shopping facilities in Europe. Birmingham will be at the centre of the high-speed rail network (HS2), which will have a significant, positive impact on access between London and the Midlands, reducing the journey time to London to only 45 minutes.

For further inspiration and information about the lifestyle offered by living in Birmingham you can visit:

<https://visitbirmingham.com>.

For further information visit:

<https://www.birmingham.ac.uk> and www.birmingham.ac.uk/birmingham-in-action.



The Role

Job Title

Prospect Research Manager

Location

Edgbaston, Birmingham

Reports to

Head of Prospect Research

Key Relationships

The role is a key liaison and co-ordination role on specific projects, so will have a range of internal and external stakeholders:

- Alumni, donors, corporates, trusts, foundations, volunteers and supporters of the University of Birmingham.
- Colleagues across Professional Services such as the governance team within the VC's Office.
- Team members across DARO such as the Events Team and the wider Philanthropy team.

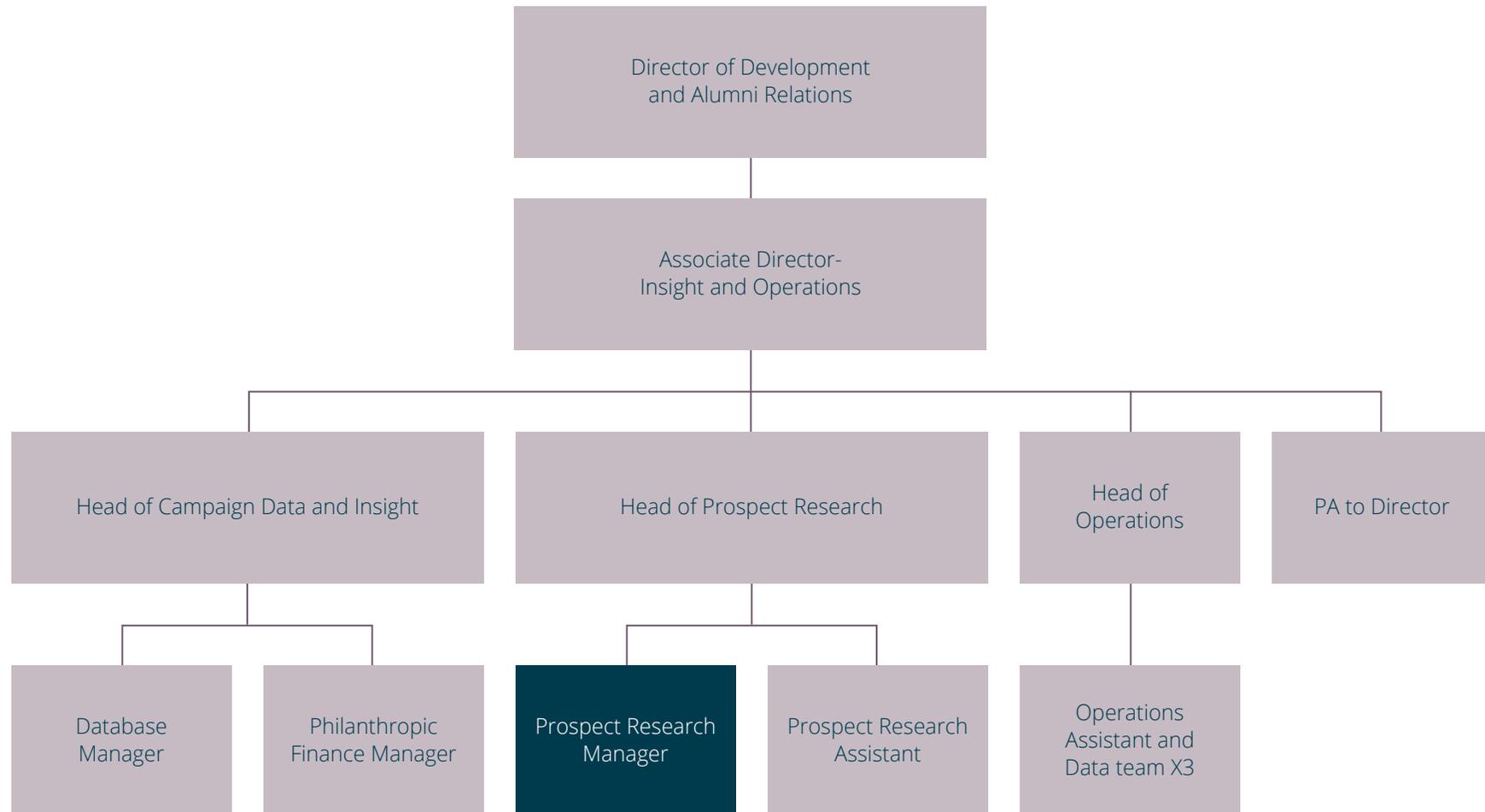
Purpose

Working with the Head of Prospect Research, the Prospect Research Manager will help to maximise philanthropic funding for the Birmingham In Action campaign. They will be responsible for leading on prospect identification for High-Net Worth Individuals (HNWIs), corporates, trusts, and international portfolios, helping to improve prospect management practices, and working with the Head of Prospect Research on DARO's philanthropic due diligence process.

The Prospect Research Manager will work to provide oversight of prospect pools and pipeline insight including working alongside a number of Philanthropy Managers to manage a prospect portfolio of alumni, donors, corporates, trusts and foundations. They will lead on prospect research projects which may vary in length from short term (under a year) to longer term (typically 1-3 years). The role will also work with the Head of Prospect Research to make budget decisions on prospect research tools and subscriptions.



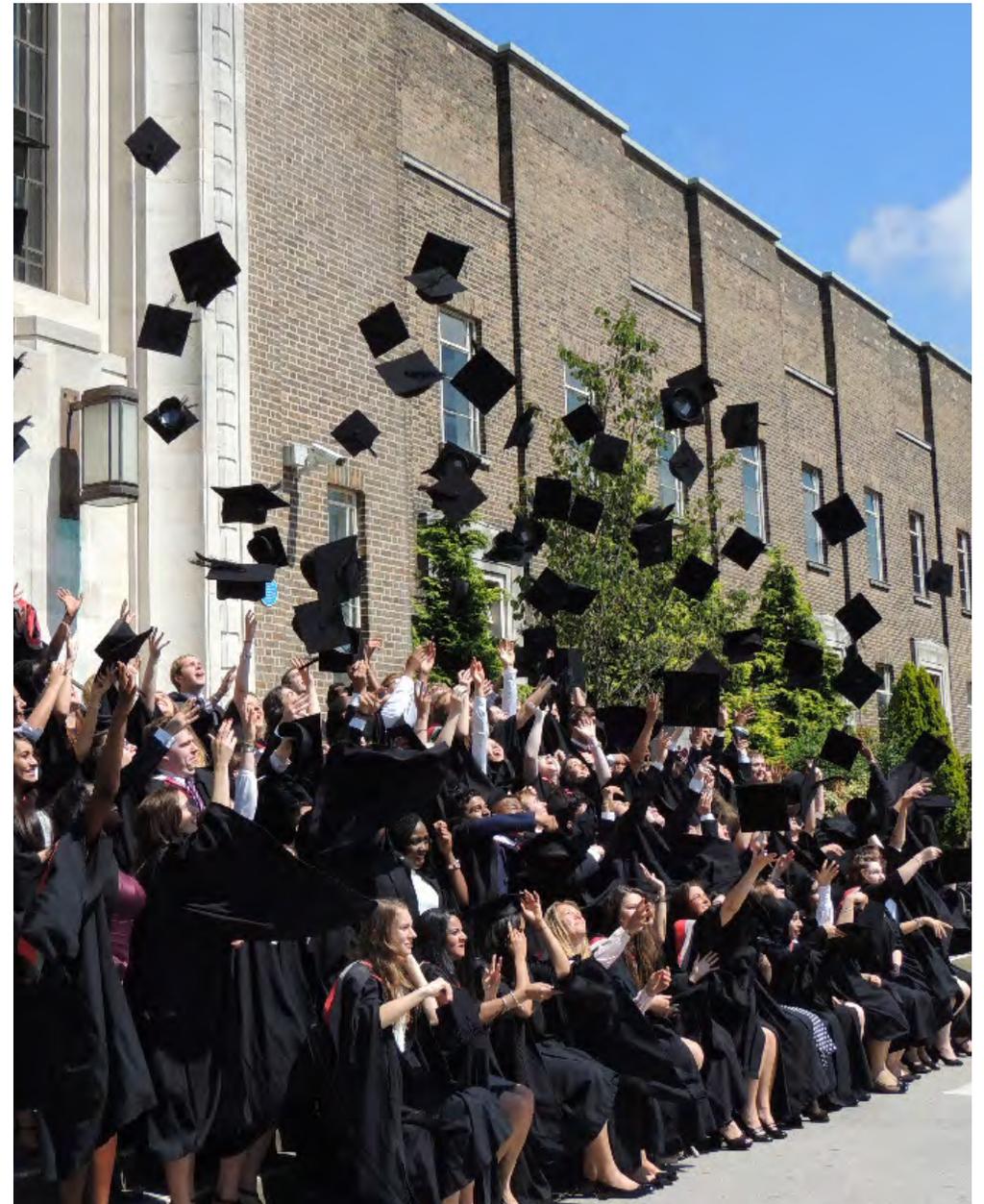
Organisation Structure



Key Criteria for Success

After 12 months in post, the successful candidate will have:

- Become a valued and respected member of the DARO team.
- Worked closely with the Head of Prospect Research to support the DARO team in achieving campaign targets.
- Become a champion of prospect research within the team and across the University.
- Used a data driven approach to review and analyse the data, to optimise the potential of DARO's database, and increase the fundraising pipeline.
- Developed a strong understanding of the University of Birmingham's environment and the challenges and opportunities pertaining to fundraising.



Key Responsibilities

- Manage day-to-day prospect identification processes, including identifying and evaluating potential and existing fundraising prospects, both individuals, corporates, and charitable foundations in the UK and internationally.
- Support the Head of Prospect Research by managing the prospect pools/portfolios of a number of Philanthropy Managers within DARO.
- Provide feedback on the progress of prospects, as well as selecting and assigning new prospects into fundraising pools when appropriate.
- Conduct regular pool meetings with specific fundraisers to review and analyse the progress of prospects.
- Utilise data analysis to optimise the potential of DARO's database and in turn use a data driven approach to increase the fundraising pipeline, including identification of high-capacity prospects.
- Liaise with colleagues requesting research across DARO to negotiate deadlines and ensure research requests are completed to specification, within a timely manner, and to a high standard.
- Maintaining up-to-date records on DARO's database (e.g. research rationale, business details), adhering to the Data Protection Act/GDPR, University data procedures and ethical standards.
- Liaise with the Events team and to lead on event planning oversight, supporting the Research Assistant with all research requirements.
- Complete briefing profiles on potential prospects, donors, and senior alumni for prospect meetings and event briefings as required.
- Support the Head of Prospect Research in identifying and undertaking proactive research projects.
- Deliver project and operational support to the Head of Prospect Research by leading and managing a range of projects alongside day- to- day task management oversight.
- Work with the Head of Prospect Research to administer key aspects of DARO's philanthropic due diligence process, which includes informing DARO colleagues about the process and how to access it.
- Carry out due diligence research by undertaking specialised online searches to identify any ethical, reputational, or financial due diligence issues, and collate findings in an objective and concise manner for the approval of the Head of Prospect Research.
- Potential to take on the responsibility of the line management and professional development of a Prospect Research Officer in future.
- Promote equality and value diversity, acting as a role model and fostering an inclusive working culture.



Person Specification

Experience and knowledge

Essential

- Experience or understanding of fundraising prospect research or research within a professional or academic capacity (e.g. market research, academic research, evaluations of projects/services).
- An understanding of the fundraising process in order to focus prospect research efforts and help DARO to achieve fundraising targets.
- An understanding of the principles of philanthropic analysis, relationship mapping and connections, and what makes a good fundraising prospect.
- Knowledge of prospect pool/portfolio management processes (e.g. using reporting and analysis to monitor pool/portfolio size and keep track of prospects being qualified, progressed, or disqualified in portfolios/pools with fundraisers).
- Experience of working with a CRM, preferably in a fundraising and research context, as well as a good understanding of database management and data analysis skills.
- Knowledge and understanding of Data Protection regulations and

ethical and research practices, (e.g. GDPR and the Fundraising Regulator Code of Practice) as well as experience maintaining sensitive and confidential data to a high standard.

- Knowledge and understanding of due diligence requirements and processes.
- Strong knowledge of using social media platforms like LinkedIn.
- Educated to Degree level or have significant and relevant qualifications, training or practical experience.

Desirable

- Good understanding of the UK HE and/ or charitable sector.
- Experience of championing equality, diversity, and inclusion in own work area.
- Knowledge of the protected characteristics of the Equality Act 2010, and how to actively ensure in day to day activity in own area that those with protected characteristics are treated equally and fairly.

Skills and abilities

Essential

- Excellent IT skills including competence with all aspects of MS Office, email and the internet in order to support

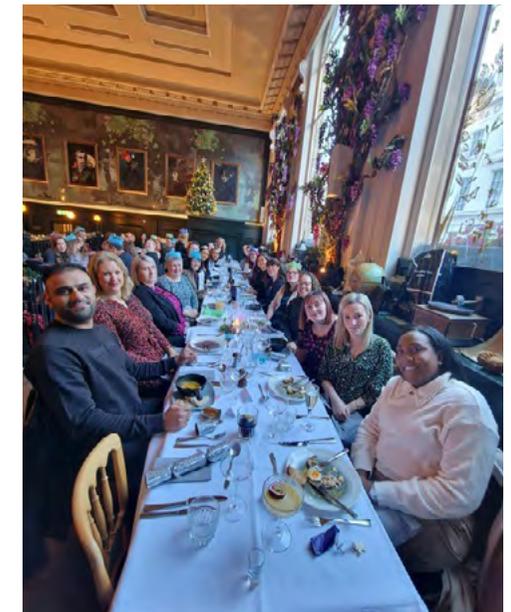
different elements of prospect research (e.g. data analysis).

- Strong written communication skills with the ability to present complex information, in both written and verbal form, in an engaging and accessible manner.
- The ability to work with initiative, to take decisions and think creatively and laterally, seeking out new information from a variety of sources and media and align this with fundraising priorities.
- Strong negotiation skills and the ability to persuade and influence.
- The ability to think and plan strategically, both in the short and long-term.
- The ability to work effectively both in a team and independently and work with colleagues across the office.
- The ability to work to tight deadlines and prioritise a varied and diverse workload.

Attitudes

- A passion for, and commitment to, the role that philanthropy plays in the sector.
- A strong sense of professional integrity.
- The ability to prioritise own workload under pressure.

- Innovative and self-motivated with the ability to take ownership of a range of research projects to support the Fundraising Team in taking the campaign ambitions to the next level.
- An understanding of and empathy with the vision and mission of the University of Birmingham.



Next steps

Terms

This role is positioned with a salary of £32,348 to £42,155, with potential progression once in post to £44,737. To discuss salary parameters please call Julie Baker, Consultant or Sonja Dunphy, Managing Director at Richmond Associates using the contact details on the last page of this pack.

The package includes:

Annual leave

Holiday entitlement for support, administrative, and other related staff is a generous 40 days per year, made up of 25 days annual leave, seven closed days, and eight Bank Holidays. For part-time staff, holidays are calculated pro rata. Our office also offers hybrid working and has recently been refurbished to provide a collaborative and creative working space.

Pension

As an employee of the University of Birmingham you will have access to the USS pension scheme.

Training and Induction

The University of Birmingham is committed to your personal development via a wide range of internal and external training courses and access to mentors, coaches, and a "buddy" scheme. There is also a comprehensive and bespoke induction programme.

Staff are invited to participate in the Staff Recognition programme, including an annual awards ceremony.

How to Apply

Applications should consist of:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Julie Baker, Consultant or Sonja Dunphy, Managing Director at Richmond Associates.

First interviews with University of Birmingham are due to take place from early March 2023.

Closing date for applications
is 9am Wednesday
22 February 2023.

Please send your application
to **Kate Tilley**, Business
Support Administrator

✉ info@richmond-associates.com
(preferred)
📍 7-10 Adam Street
London WC2N 6AA, UK
☎ +44 (0) 20 3617 9240

Appendix A - DARO Organisational Chart

