ROBINSON COLLEGE
STANDARD OF PERFORMANCE JOB DESCRIPTION

JOB TITLE Research and Database Manager
RESPONSIBLE TO Development Director

MAIN PURPOSE:

A key role within the Development team, the post holder will shape and deliver the College’s prospect research strategy, supporting all aspects of the fundraising programme and managing the prospect pipeline. He or she will also maintain the integrity of the College’s alumni database, a vital tool that underpins every aspect of the Development programme. The role reports to the Director of Development, and requires strong organisational skills and an ability to work on many projects concurrently in a fast-paced environment.

KEY AREAS AND STANDARDS OF PERFORMANCE:

1. TASK LIST AND RESPONSIBILITIES: The tasks, functions and any key responsibilities of the job, to be carried out on a daily, weekly, monthly, etc basis.

1.1 Strategy formulation 15%

Working with the Development Director, develop, document and execute strategies and procedures to:

- Identify and qualify new prospects in order to ensure the ongoing growth and renewal of Robinson’s prospect base;
- Rank prospects according to financial capacity, inclination and readiness to give;
- Track the progress of prospects through the cultivation cycle;
- Manage the allocation of appropriate numbers of prospects to fundraisers at the appropriate level.

1.2 Research 20%

Undertake qualitative research using a range of sources, to provide information that will inform prospect and fundraising strategy, gift opportunities and the development of proposals. Specifically, this will include:

- Identifying and qualifying major gift prospects by researching and analysing their connections to the College and to other organisations, their philanthropic interests, their wealth and giving potential and their propensity to support the College as well as their networks, in order to establish priorities and strategies for the successful solicitation of donations.
- Assigning gift capacity and propensity ratings to all prospects.
- Providing briefings on major gift prospects for the Development Director and senior College officers in advance of cultivation.
meetings. These will include detailed biographical information, giving trends and analysis, fully-developed financial analysis (net worth/asset analysis) estimated giving capacity and propensity.

- Provide summary biographical briefings on prospects attending events.
- Update the database with all research output including prospect rankings, prospect manager assignments, profiles and research.
- Appoint and supervise third party suppliers providing external research services, as required.

1.3 **Prospect management**

Working with the Development Director and other fundraisers, build and manage prospect portfolios and a robust prospect pipeline to support fundraising goals and objectives.

- Attend project and prospect reviews designed to identify prospects and create cultivation, solicitation, and donor relations strategies. Prepare in-depth analyses and lead discussions about prospect pool, individual capacity, philanthropic interests, and inclination.
- Assist fundraisers in creating and revising a solicitation plan for donors throughout the relationship cycle.
- Provide a metric-driven approach to solving complex problems and optimising current processes to meet fundraising goals.

1.4 **Due diligence and compliance**

- Working with the University of Cambridge where appropriate, be responsible for the due diligence process, recording the outcomes of decisions on gift acceptance, and advising on policies and processes.
- Maintain awareness of all relevant privacy and other legislation relating to the management of personal data.
- Working with the Gifts & Database Administrator, implement robust procedures to ensure the database complies with this legislation.

1.5 **Reporting**

- Devise and produce regular reports on the status of all prospects, to enable management of the prospect pool and pipeline, workflows, and income forecasts.
- Devise reports that can be produced by individual fundraisers to enable them to manage their personal prospect pools effectively.
1.6 Database management

- Undertake an audit of the database and make recommendations about how its integrity can be improved. Working with the Gifts & Database Administrator, implement these recommendations once approved.
- Devise protocols for the entry of data by all members of the Development Office team, to ensure the integrity of the database is maintained.
- Take responsibility for training the Development Office team in the implementation of these procedures and monitoring their success, as required.

1.7 Management

- Specify and manage the budget for research and database management.
- Develop a strong knowledge of sector best practice and innovation through networking, benchmarking against comparable institutions, identifying and undertaking training and development opportunities, and where appropriate implement these best practices at Robinson.
- Manage own workload, undertaking planning, agreeing priorities and timescales to meet schedules and deadlines in an effective and efficient manner.
- Carry out any other duties as are within the scope, spirit and purpose of the job, as requested by the Development Director.

**SALARY AND CONDITIONS:**

- The post is part time, 21 hours per week.
- The working pattern is 5.25 hours per day, 4 days a week (or an alternative proposal could be discussed).
- Salary up to £22,351 per annum part time (£39,380 FTE per annum) dependent on experience and qualifications.
- Applications for remote working beyond COVID-19 are welcomed for those who wish or have a need to work from home on a permanent basis (occasional trips to the College to facilitate team building and communication will be required).
- The notice period is 4 weeks.
## PERSON SPECIFICATION

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<th>ATTRIBUTES</th>
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<th>Means of Assessment</th>
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| **SKILLS / KNOWLEDGE / COMPETENCIES:** | 2-3 years of experience in prospect research. | Knowledge of the Raiser’s Edge or NXT database. | -Application  
-Interview  
-Written test |
| | Knowledge of prospect research methods and data sources as well as donors’ needs and motivations. | Knowledge of donors’ and charitable giving trends in higher education. | |
| | Excellent written and oral communication skills. | | |
| | Extensive investigative, research, and analytical skills. | | |
| | Ability to organise and manage a diverse range of assignments and projects with high efficiency with rigorous attention to detail in presentation. | | |
| | Ability to analyse and synthesise information from a wide variety of sources and to summarise and present the resulting information clearly. | | |
| | Ability to handle sensitive and confidential information appropriately and with discretion. | | |
| | Ability to show initiative in identifying new sources of information. | | |
| | Effective time management, organisation, prioritisation and planning skills. | | |
| | Ability to adapt to changing | | |
priorities and meet deadlines.

Exceptional attention to detail.

A good understanding of current data and privacy regulatory best practice and how they affect prospect research.

**EXPERIENCE:**

- Experience researching and qualifying potential donors or sponsors, and of supporting fundraisers in creating prospect pipelines and cultivation strategies.

- Experience providing written and/or oral briefings and reports for fundraisers, senior staff and volunteers.

- Experience working as part of a team, and of co-operating with individual colleagues.

- Experience of developing and leading new initiatives in a complex environment.

- Experience of working within a research environment.

- Experience of managing and recording information in a sensitive and methodical manner.

**QUALIFICATIONS/TRAINING:**

- Candidates should be qualified to degree level or equivalent.

- Specific training in prospect research.

- Application

- Certificates

**PERSONAL ATTRIBUTES:**

- Able to adopt a strategic approach with excellent attention to detail.

- Proactive in anticipating and seeking out information to drive continuous improvement of prospect research and fundraising activity.

- Able to respond quickly and
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