IMPERIAL

Prospect Development Manager

Department/Division/Faculty:	Advancement
Campus/Location:	White City Campus, London (Hybrid)
Job Family/Level:	Professional Services Level 4, (Salary scales)
Responsible to:	Head of Prospect Development
Line management for:	Prospect Development Officer
Key working Relationships (Internal):	All staff within the Advancement Division, especially fundraising colleagues, and central university administrative divisions
Key Working Relationships (External):	Suppliers/Freelancer contractors
Contract type:	Full Time - Fixed Term

Purpose of the Post

Advancement is responsible for securing philanthropic support for Imperial, through building and managing strong, mutually beneficial relationships with alumni and friends. The post holder will play a key role in building a strong base of support to maximise philanthropic income for the university and supporting Imperial's fundraising activities.

Imperial is in the quiet phase of a comprehensive fundraising and alumni engagement campaign. The post holder will help build the prospect pipeline for fundraising priorities targeted at moving the dial on some of the world's most pressing challenges. From tackling antimicrobial resistance and transforming cancer treatment to accelerating AI, deep-tech innovation and frontier research, the Prospect Development Manager will help identify the people and organisations with the potential to turn Imperial's boldest ambitions into reality.

You will be responsible for leading on the identification, evaluation, tracking and profiling of fundraising prospects, including individuals, corporates and charitable trusts. You will also work strategically with our fundraising colleagues, supporting them to ensure that their portfolios have the required strength and depth to achieve their fundraising goals.

Key Responsibilities

Prospect Identification and Research (30%)

- Develop prospecting strategies for Imperial's campaign priorities targeted at closing specific gaps in the pipeline and implement these strategies to proactively identify new major gift and principal gift prospects for Imperial's campaign priorities through a range of identification techniques.
- Evaluate all identified prospects according to their potential gift capacity, affinity to the university and philanthropic propensity for the purposes of prioritisation and effective prospect allocation.
- Combine intelligence gathered with insight from experience to advise fundraising colleagues on a variety of strategies to successfully approach new prospects.
- Use a wide range of sources to produce high-quality, in-depth biographies on prospects (individuals, companies and charitable foundations) for a variety of purposes and for a senior internal audience.
- Undertake strategic network mapping of donors and internal connections in order to identify new prospects, with a particular focus on senior volunteer groups.
- Respond promptly to research requests and prioritise workload as required. Effectively triage requests such as prospect briefings and event bios in partnership with the Prospect Development Officers. Deliver bespoke research projects to support fundraising initiatives.
- Develop and maintain strong relationships with fundraising colleagues, development assistants and senior members of staff to enhance the capture of information regarding prospects and donors.
- Represent prospect research in cross-departmental working groups.

Prospect Management (35%)

- Act as a business partner to designated fundraising teams in Advancement and provide tailored prospect management support to the fundraising teams you work with to support fundraisers to deliver against targets. Responsibility for portfolio development and allocation of prospects to these fundraisers in accordance with the Division's prospect allocation process.
- Support the Prospect Research Officer to deliver support for fundraising teams to whom they are assigned and oversee their effective provision of prospect development services to these teams.
- Build strong working relationships with fundraisers in these teams and develop excellent knowledge of their prospect pools, team priorities and how these intersect with campaign priorities. Share this knowledge with the Prospect Development team on a regular basis to support collaboration and efficient working practices.
- Work closely with fundraising colleagues to support active management of their portfolios. Conduct regular (at least quarterly) reviews with fundraisers to provide knowledge and guidance on portfolio metrics and strategic relationship building, ensuring fundraisers are performing in line with Divisional expectations.
- Alert fundraisers when they have too few, or too many funding plans in their portfolio and take appropriate action.
- Expert user of the Divisions 'Prospect Management System' within the CRM database. Provide training and ongoing guidance to fundraising colleagues on the effective use of the prospect management system, supporting consistent application of prospect management processes and the effective use of prospect information.
- Support the Head of Prospect Development with the development and enhancement of prospect development strategy and processes and demonstrate excellence in delivery of these processes.

Line Management (25%)

- Line management of one Prospect Research Officer, ensuring that they are well managed, have objectives and targets as required, are fully trained and have opportunities to fulfil their potential.

Other related duties (10%)

- Stay abreast of innovations in, and the industry standards of, prospect development to contribute to an innovative and effective prospect development team.
- Attendance at cultivation and stewardship events, as appropriate.
- The post holder is expected to comply with all university policies and procedures and to undertake specific safety responsibilities relevant to the role.
- Attend staff meetings and training as required.

Person Specification

Requirements Candidates/post holders will be expected to demonstrate the following:	**Essential (E)/ Desirable (D)**
Education	
Educated to degree level or equivalent in a relevant subject	(E)
Experience	
Experience of translating information into briefings and writing reports for a wide range of audiences, including senior staff	(E)
Experience of managing conflicting priorities and working with fundraising colleagues to agree on timeframes for work to be delivered	(E)
Experience of leading portfolio reviews with fundraisers and providing actionable insights	(E)
Experience advising fundraisers on prospect strategy, portfolio development, donor cultivation and research findings	(E)
Experience of developing and executing prospecting strategies for a fundraising campaign or other significant fundraising activities	(E)
Experience of using various different online resources to collate information, employing a wide range of techniques and processes for capturing and disseminating information	(E)
Experience gained in similar roles such as a Prospect Research Manager, Prospect Researcher, Prospect Research Officer, or similar	(E)
Experience of Higher Education Fundraising or alumni relations	(D)
Experience of line management	(D)

Knowledge	
Knowledge and awareness of major gift and principal gift fundraising	(E)
An understanding of the role of alumni relations and fundraising within universities and awareness of current issues in Higher Education	(E)
Knowledge and awareness of the trends and best practice across the charity sector, with particular reference to how these are applied in a Higher Education fundraising setting	(E)
Knowledge of Data Protection, freedom of information and other relevant legislation and its application in a fundraising environment	(D)
Knowledge and interest in Imperial's focus areas - science, technology, engineering, medicine, and business	(D)

Skills & Abilities	
Demonstrable analytical research skills; being able to sift through large amounts of information to find the relevant detail	(E)
Ability to work proactively and manage a busy workload	(E)
Good organisational skills, demonstrating the ability to manage large workloads, conflicting priorities and competing deadlines	(E)
Ability to maintain high quality outputs under pressure	(E)
Excellent team player, flexible and adaptable working methods, including the ability to adopt new skills and processes in a fast-paced environment and to support colleagues in a busy environment	(E)
An accurate and systematic approach to work	(E)
Comprehensive understanding of Blackbaud CRM, or a similar fundraising database	(E)
Excellent communication skills with the ability to communicate confidently and effectively with a wide range of people at all levels of seniority	(E)

Further Information

Please note that job descriptions cannot be exhaustive, and the post-holder may be required to undertake other duties, which are broadly in line with the above key responsibilities.

Our values are at the root of everything we do and everyone in our community is expected to demonstrate Imperial:

- Respect
- Collaboration
- Excellence
- Integrity
- Innovation

Employees are also required to comply with all Imperial policies and regulations.

We are committed to equality of opportunity, to eliminating discrimination and to creating an inclusive working environment for all. We encourage candidates to apply irrespective of age, disability, marriage or civil partnership status, pregnancy or maternity, race, religion and belief, gender reassignment, sex, or sexual orientation. You can read more about our commitment on our webpages.

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