1. Job Details
Job title: Development Manager, Research
School/Support Department: Development & Alumni
Line manager: Vice Principal, Development

2. Job Purpose
The purpose of the post is to provide leadership for fundraising research for the University, within the framework of the ‘Edinburgh Campaign, Enlightenment in the 21st Century’ – the largest fundraising campaign in the history of the University and one of the largest ever launched in the UK.

The Development Manager, Research will lead the research on prospective major donors and senior alumni primarily for the Vice Principal, the Director of Development, and the major gift fundraising team, but also for other senior University leadership including the Principal, specifically in relation to the University’s top fundraising priorities. The generation of philanthropic leads and the cultivation of supporters is a highly specialised professional function and will ensure that the University remains in a position of strength at a time of falling government funding and increasing student numbers.

3. Main Responsibilities

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<th>Approx % of time</th>
<th>Description</th>
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<td>30</td>
<td>Exercise a considerable degree of autonomy and discretion in establishing and implementing the research strategy and managing the research process for generating leads from throughout the world, for the Edinburgh Campaign, by utilising sophisticated tracking software and other means of wealth identification which you will employ on behalf of the University.</td>
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<td>20</td>
<td>Advise the Stewardship Development Manager on guest lists for a range of high profile University activities such as dinners, receptions and lectures. Using knowledge of guests and their interests, devise table seating plans that will ensure they meet the most appropriate staff and fellow guests. Provide briefing notes on guests for table hosts and other fundraisers.</td>
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<td>Develop the overall research strategy and provide advice to senior University leadership on the cultivation plan for Campaign prospects, providing timely and accurate briefing information for major gift development.</td>
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<td>Manage the solicitation system by advising the Operations Manager of database reports required, utilising electronic systems for tracking donors and prospects, and leading major gift officers in solicitation meetings.</td>
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<td>Liaise with the Stewardship Development Manager to implement a donor tracking process in order to thank and maintain long term relationships with major donors.</td>
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<td>Line management responsibility for other research staff within the department of Development &amp; Alumni.</td>
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<td>Assist in the wider work of the department at the request of the Director or Vice Principal.</td>
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<td>Prepare and update case statements and publications to support the fundraising, in liaison with the Communications Development Manager and the Campaign Public Relations Manager to maximise visibility of all Campaign projects through publications and other media channels.</td>
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9. Evaluate existing and new research resources, including liaising with suppliers of large-scale electronic data-screening services and freelance researchers, to ensure that the most effective tools are available to the Research Team, and other members of Development & Alumni. Keep abreast of professional and regulatory developments in Data Protection, both in the UK and elsewhere, and in higher education fundraising.

4. Planning and Organising
A key senior manager in the Development and Alumni team, the post holder will

1. Develop the overall research strategy for the Edinburgh Campaign covering the five years of the Campaign in accordance with University funding priorities, agreed by The University Central Management Group, including relevant monthly reporting on the solicitation process.

2. Plan the research workload and prioritise the key targets for the Edinburgh Campaign research, managing the various research demands of senior stakeholders, often at Principal/Vice-Principal level.


5. Problem Solving
As an influential member of the senior development team the post holder will be required to address the following on a regular basis:

1. Where there are potential conflicting pressures, particularly in relation to event planning and the need for detailed and specialised briefing notes, resolve time management difficulties and agree levels of service and expectations with key stakeholders.

2. Working both on your own initiative, and within the Major Gifts team, the post holder must identify and cultivate high net worth individuals with the intention of meeting an agreed income target. In order to do this they will use their judgement to identify potential donors and advise on the most appropriate approaches for the circumstances of the individual or organisation being approached.

3. The Development Manager Research will work in consultation with relevant senior staff across the University to gather and interpret complex data on donors, analysing results and advising senior staff of outcomes.

4. The post holder will be required to provide detailed briefings and make informed judgements as to the amount of money to be asked for.

6. Decision Making
The post holder will use professional judgement and experience to assess the most effective means of achieving campaign goals. Specifically:

1. The post holder will be expected to act with a considerable degree of autonomy, while keeping the Vice Principal for Development and Director of Development and relevant University staff informed of progress.

2. The post holder will be expected to anticipate difficulties, take timely action to overcome obstacles and manage risk.

3. The post holder will advise on and influence all aspects of Fundraising research and policy.

7. Relationships
Stakeholder management is at the heart of campaign success:

1. The post holder will interact with senior colleagues including the Director of Development, Vice Principal for Development and the most senior managers of the University, and discretion and integrity are paramount.
2. The post holder will also regularly deal with senior external volunteers such as The Campaign Board and the North American Development Committee.

3. Excellent inter-personal skills are essential for dealings with staff on every level.

4. The Development and Alumni Department acts as a Fundraising Service to The University and it is critical that the Development Manager Research ensures that the whole office is appropriately responsive to the research requirements of the University.

8. Knowledge Skills and Experience
   - The post holder requires 3 – 5 years experience of fundraising research, customer relationship management and strategic planning.
   - The ability to prioritise tasks and assess the importance of requests in a pressured results-driven environment.
   - A detailed understanding of Universities as complex public sector organisations is essential as is an interest in and knowledge of factors affecting higher education and philanthropic giving in the UK.
   - The post holder will also be required to promote the complex work of the University to potential major donors with the utmost enthusiasm, clarity and integrity.
   - The post holder must have a sound grasp of research techniques, information provision, Data Protection legislation, fundraising techniques, people management and superlative interpersonal skills.

9. Dimensions and Context
   1. The post holder will be a core member of Development and Alumni, working with all the internal teams: Fundraising, Stewardship, Alumni, Communications and Operations
   2. The Campaign aims to raise an additional £230m over five years from October 2006, to reach an overall target in excess of £350m. The post holder will be responsible for providing the research framework to support all aspects of the Campaign.
   3. The post holder will manage the Research budget within Development & Alumni.