Role Profile

Post: Prospects Research Manager
Salary: Circa £35,000
Reporting to: Director of Fundraising
Direct Reports: Database Officer (when recruited)
Contract: Permanent

Main Purpose
This is a new role that will work closely with the Director of Fundraising to help OnSide build a stronger, more connected and sustainable pipeline of major donors in London and across the UK. The post holder will have the freedom to develop a new prospect research programme that meets the needs of the Fundraising team, which is driven by major gifts (HNWIs, corporates & charitable trusts).

This is an essential role that will support fundraisers by delivering a research strategy that implements moves management, prospect pipeline development, due diligence and data analysis. It will provide intelligence that enables OnSide to enhance upon existing major donor successes via data-driven insights. It will not be involved in basic level prospect research; this task is undertaken by individual fundraisers.

Context of the Role
OnSide was established as a charity in 2008 to create Youth Zones across the UK. It has been growing rapidly ever since, generating £100m in major donations, and has hugely exciting and ambitious plans to continue and accelerate this growth. Youth Zones are high quality, inspirational and well-run places, claiming only to offer young people 'somewhere to go, something to do and someone to talk to', but in reality provide so much more than this, changing many thousands of young lives, now on an incredible scale. This has resulted in growing recognition of the value of our model including reference to OnSide in the Civil Society Strategy recently published by HM Government.

We have a network of ten open Youth Zones, our role being to support both the existing network and create new Youth Zones across the UK. The next three Youth Zones to open are in London, with two following in the North West. Each Youth Zone starts with up to £8 million capital project, creating a new local charity, which will open seven days a week, with state-of-the-art facilities, delivering over 20 sporting, artistic, cultural and general recreational activities per session with additional targeted services also provided.

Youth Zones are a proven model of youth service provision that is aligned to community needs and supported by cross-sector funding. Youth Zones give 8-19 year olds, and up to 25 for young people with a disability, affordable access to a broad range of sport, arts and employability services, designed to help them lead active, positive lives and raise their aspirations for themselves and their community.

At the heart of the Onside Youth Zones Network is not only a hugely successful partnership between public, private and third sector organisations, the local community and young people themselves, but also by an overwhelmingly passionate and dedicated workforce, who are
committed to improving the lives of young people throughout the UK.

OnSide is responsible for all aspects of getting a new Youth Zone off the ground and supporting it through its early years. OnSide manages the design and construction of the new Youth Zone, the recruitment and training of senior staff before opening and generates revenue funding streams.

The Role
OnSide is at a pivotal moment in its development, expanding nationally via the opening of three London Youth Zones in 2019 (April-September), with a fourth on the horizon. To support the expansion, over the past year we have invested in a number of specialist roles that are helping to drive further fundraising success. Notable in this has been the appointment of a London-based major donor team and a Trusts & Grants team. With the appointment of a new Director of Fundraising in January 2019 we are now at a point in time where we need to invest in a team that can help us coordinate and maximise our fundraising in London and nationally, across high net worth individuals, corporate partners, charitable trusts and foundations, and a host of influential and active senior volunteers.

We are looking for someone who has the ability to grow a prospect research function that will facilitate a highly sophisticated, data-insight driven major donor fundraising approach. Innovative thinking and an entrepreneurial approach to prospect research is essential. The role is all-encompassing; it is both a hands-on ‘doing’ role as it is a strategic role, it will also manage a new Database Officer position.

Key responsibilities:

1. **Undertake high quality research that enhances the prospect pipeline**
   Major donor fundraisers undertake their own research on a prospect-by-prospect basis. This post will enhance that research by providing additional insights, for example network mapping; database analysis; sector-wide insight; strategies for identifying new prospects etc. The postholder will need to develop an advanced knowledge of the database (Salesforce) and work with colleagues to ensure it is accurate, analysed and reported on

2. **Deliver a research strategy**
   Given that this is a new role the post holder will reflect on the new three year fundraising strategy and provide a research strategy that supports its delivery. Investment in new research resources will be reviewed as part of this strategy

3. **Work alongside fundraisers to support the movement of prospect portfolios**
   To play an active role in planning, developing, prioritising and reviewing prospect portfolios; establishing a detailed knowledge of prospect relationships

4. **Keep abreast of best practice in the field**
   Ensure that all prospect research activity complies with the Data Protection Act and ICO recommendations, updating and briefing the team as required. Network with other sector professionals to develop specialist knowledge and share ideas

5. **Support the due diligence process**
   Working with the Director of Fundraising to enhance the process and deliver to it

6. **Line manage the Database Officer**
   Recruit and manage this new position, ensuring that the Fundraising Team's data is clean, compliant with regulations and suitable for analysis.
Person Specification
We are looking for high calibre applicants who want to use their skills to “make a difference”. Applicants should be able to demonstrate that they have the experience, knowledge, skills and aptitudes listed below.

Experience
• Extensive experience of prospect research and how it supports the development and movement of prospect portfolios
• Experience of network mapping of warm prospects and senior volunteers, as well as uncovering suitable cold prospects
• Experience of using both quantitative and qualitative research methods; undertaking analysis of that research to answer questions, create reports and model behaviour
• Experience of research methodologies and their respective strengths and weaknesses depending on objectives
• Experience of using CRM systems, such as Salesforce
• Experience of involvement in prospect reviews with fundraisers
• Experience of involvement in a due diligence process
• Degree level of education (desirable but not essential)

Skills, Knowledge and Aptitudes
• A good problem solver with the ability to identify gaps in knowledge with regards to prospects and identify how those gaps can be filled through the generation of research and/or insight
• Highly analytical and numerate with a strong grasp of data analysis, and meticulous attention to detail
• Knowledge of the fundamental principles of data protection, ICO recommendations, and fundraising compliant with due diligence processes
• Strong interpersonal skills that allow for the development of good relationships with team members at all levels
• Entrepreneurial approach and a willingness to share ideas with senior leaders, with the intention of enhancing income generation
• Ability to work with varying degrees of support; from working completely under own initiative to working collaboratively
• Ability to work calmly and accurately under pressure, prioritise tasks and meet deadlines
• Personable, motivated, enthusiastic and focused on objectives

General Information
The job is based at the OnSide office in London but will involve occasional travel and some work outside normal working hours.

OnSide Youth Zones are committed to the safeguarding of young people. In accordance with our Child Protection and Safeguarding procedures, this position requires a standard DBS check.
ONSIDE YOUTH ZONES NETWORK VALUES

EXCELLENCE
We encourage ourselves and each other to be the best we can be through continuous learning and improvement, and a focus on finding solutions.

YOUNG PEOPLE FIRST
Young people are at the heart of everything we do, inspiring and challenging us to deliver services that exceed their needs and challenge them to be the best they can be.

RESPECT
We act with honesty and integrity, celebrating diversity across the whole organisation and caring about each other, our young people and the Youth Zone environment.

AMBITIONOUS
We are passionate and driven in taking on new challenges, embracing new ideas, and exceeding our ambitions for young people, the Youth Zones and our local communities.

COLLABORATIVE
We will create and nurture strong, creative partnerships, working together to achieve better results and outcomes for young people.