FUNDRAISING INTELLIGENCE OFFICER

GENERAL INFORMATION

The London School of Hygiene & Tropical Medicine

The London School of Hygiene & Tropical Medicine is a world-leading centre for research and postgraduate education in public and global health. Our mission is to improve health and health equity in the UK and worldwide; working in partnership to achieve excellence in public and global health research, education and translation of knowledge into policy and practice.

Founded in 1899, the School has expanded in recent years at its two main sites on Keppel Street and Tavistock Place. Our staff, students and alumni work in more than 150 countries in government, academia, international agencies and health services.

Research income has grown to more than £180 million per year from national and international funding sources including UK government and research councils, the European Union, the Wellcome Trust, Gates Foundation and other philanthropic sources. Our diverse research talents, skills and experience, underpin our position as a leader in public and global health. These range from the molecular to the global, the theoretical to the applied, the analytical to the political. Our staff are conducting research in more than 100 countries.

We have 3,000 staff based all around the world with core hubs in London and at the MRC Units in The Gambia and Uganda, which joined LSHTM in February 2018. Our outstanding, diverse and committed staff make an impact where it is most needed - deploying research in real time in response to crises, developing innovative programmes for major health threats, or training the next generations of public and global health leaders and researchers.

Working in partnership is central to achieving our mission. Our strategic collaborations in the UK and across high-, middle- and low-income countries deliver health and socioeconomic benefits across the world, especially in the most disadvantaged communities.

LSHTM is also a member of the M8 Alliance of Academic Health Centers, Universities and National Academies, the Association of Schools of Public Health in the European Region, and the Consortium of Universities for Global Health.

We deliver research-led educational programmes to future health leaders, managers and researchers across the world. We have more than 1,000 face-to-face Master's and Doctoral students, 3,000 studying by distance learning, and 1,000 each year on short courses and continuous professional development. Our free online courses are studied by more than 55,000 participants globally.

LSHTM performs strongly in various global university league tables. In the 2018 Shanghai World Ranking we placed 151-200 overall, and ranked 3rd in public health, 40th in clinical medicine, and 76th in human biology. In the US News Best Global Universities Ranking 2019, we ranked ninth in the UK overall and 13th in the world in the fields of social sciences and public health in the 2019 QS World University Rankings. In 2017, the inaugural Center for World University Rankings by Subject placed LSHTM first in the world for tropical medicine research, second for parasitology and seventh for
infectious diseases, public, environment and occupational health and social sciences and biomedical. LSHTM ranked first in Europe for research impact in sciences, based on its proportion of publications that belong to the top 1% most frequently cited publications, in the 2018 CWT Leiden Ranking.

LSHTM was named University of the Year 2016 by Times Higher Education and awarded a Queen’s Anniversary Prize for Higher and Further Education in 2017 in recognition of our response to the 2014 Ebola epidemic in West Africa. (LSHTM does not appear in the Times Higher Education World University Rankings as universities are excluded if they do not teach undergraduates).

We seek to foster and sustain a creative and supportive working environment based upon an ethos of respect and rigorous scientific enquiry. We embrace and value the diversity of our staff and student population and seek to promote equality as an essential element in contribution to improving health worldwide.

LSHTM is one of around 20 specialist institutions that receive institution specific funding from the Office for Students (OfS). This funding recognises the additional costs that LSHTM incurs because of its unique range of teaching, specialist facilities, and the scale of its contributions to national and international agencies.

Development & Alumni Relations

This role sits within the Operations Team of the Development and Alumni Relations Office (DARO). The department develops and supports relationships with a growing body of philanthropic supporters and an alumni community of 30,000 that can be found in over 180 countries around the world.

DARO work closely with the LSHTM’s Director, Chairman of Council, Chair of Court and other senior leaders to cultivate and solicit major and principal gifts, particularly those from high-net-worth individuals.

The department also works with volunteers who support LSHTM around the world, most notably the Board of the American Friends of the London School of Hygiene & Tropical Medicine, a 501(c)3 non-profit organisation.

The Development & Alumni Relations Office currently focuses its fundraising efforts in the UK, US, Hong Kong, and mainland Europe and has a strong track record of building successful relationships with charitable trusts and corporate partners. LSHTM has a compelling case for support, from ground-breaking research, the creation of cutting edge facilities and the transformational effect of scholarships support.

Philanthropy is of growing importance to LSHTM and a data-centric and an analytical approach to prospect development is critical to our success.
# Job Description

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<thead>
<tr>
<th>Title: Fundraising Intelligence Officer</th>
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<tbody>
<tr>
<td><strong>Department /Division/Unit:</strong> Development &amp; Alumni Relations Office (DARO)</td>
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<td><strong>Faculty/Professional Service:</strong> Professional Support</td>
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<td><strong>Location:</strong> Senate House, London</td>
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<td><strong>Reports to:</strong> Head of Operations</td>
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<td><strong>Full time:</strong> Permanent</td>
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<td><strong>Grade:</strong> 5</td>
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## Purpose of the role:

The Fundraising Intelligence Officer will develop, implement and deliver an effective prospect research strategy that supports LSHTM’s philanthropic priorities and ambitions. The role will play a leading role in identifying potential sources of philanthropic support from the alumni community, philanthropists, charitable trusts and companies.

A critical member of Development & Alumni Relations, the post-holder will inform fundraising strategy and work closely with fundraisers in order to meet ambitious income targets. They will also play a key role in managing information, ensuring compliance with the regulatory environment.

## Principal duties and responsibilities

### Strategy and planning

- Develop a full, proactive and growth focused prospect research strategy, and manage its implementation by developing detailed plans, ensuring such a strategy fits with the overall goals and ambitions of LSHTM’s fundraising.
- Contribute to creation and execution of LSHTM’s overall fundraising strategy and targets.

### Prospect identification

- Identify prospective individual and corporate donors and supporters for LSHTM, cross-referencing information from Raiser’s Edge, corporate databases, UK and international media and biographical sources.
- Independently conduct further in-depth research on prospective donors and contacts, especially in respect of key projects and strategies.
- Build, track and report on pools of prospective donors for strands of LSHTM’s giving priorities, ensuring a stream of donors at differing gift levels to meet fundraising ambitions.
- Develop strong relationships with key staff and volunteers across LSHTM, promoting active engagement and ensuring effective use is made of the information they provide.
- Support front line fundraisers to develop their prospect pools through network mapping.
- Refer prospects with the potential to make annual support gifts or leave a legacy.
• Proactively engage with sectoral intelligence which supports the identification of prospects and philanthropic trends, and highlight opportunities for future fundraising growth. This would include regular assessment of national and global philanthropic trends, insight on transformational donations and global wealth insights.

Prospect management
• Make sound judgements and recommendations for the assignment and cultivation of key donor relationships.
• Ensure each front line fundraiser has varied and dynamic portfolios that are optimised to meet fundraising targets.
• Facilitate regular productive pipeline clinics to provide support and guidance on moves management.
• Provide frontline fundraisers with timely, accurate and pertinent information about the contacts that they manage, especially prior to meetings with those individuals or corporate partners.
• Regularly advise and guide fundraisers on recommended actions to cultivate effective relationships.
• Oversee the use of the holding pools to ensure the best prospects are allocated within a specified timeframe.
• Support senior management through the production of detailed profiles, briefing notes and other documents, as required in preparation for meetings and events.
• Play an active role in regular prospect management meetings, with particular regard to the assignment of prospects, troubleshooting and traffic management of priorities.
• Provide insight to facilitate the cultivation and solicitation of potential donors by the Director of LSHTM and senior staff, members of Fundraising Court, Council and senior volunteers.
• Work closely with the Database Manager to build tracking reports, flagging inactivity, overdue actions and movement in the prospect base.
• Ensure uniform use of the prospect management functionality of Raiser’s Edge, through quality reporting and one-to-one support.

Analysis and decision making
• Build and maintain rating systems that gauge the capacity and propensity of potential donors to give as well as their affinity and engagement with LSHTM.
• Support the Director of Development & Alumni Relations and the Head of Operations with monitoring the development of the pipeline through project-specific and overall campaign gift tables. Monitor each gift table to assess gaps and overlap.
• Employ detailed data analysis and modelling techniques to identify potential major donors from LSHTM’s alumni community.
• Ensure that informed qualitative and quantitative fundraising analytics are used to identify and manage the prospect pipeline, and apply the most effective and up-to-date research methods and tools, including data mining and modelling analysis.
• Present results of analysis in a variety of formats, in a clear and well-structured manner.

Compliance and due diligence
• Conduct appropriate ethical screening and due diligence on prospects and donors to ensure compliance with LSHTM’s policies and ethics, working with the Head of Operations and Director of Development & Alumni Relations to manage risks and escalate issues as appropriate.
• Ensure data processing activities related to prospects are appropriately documented for existing and emerging research techniques, and in compliance with the Data Protection Act and GDPR.

**Resourcing**

• Manage relationships with external suppliers and third parties involved in prospect research, negotiating value for money contracts and ensuring compliance with LSHTM policies, as required.
• Monitor and manage expenditure relating to prospect research, working with the Head of Operations to make recommendations for appropriate external resources.
• Maintain and enhance professional development through internal training and involvement with relevant professional development bodies.

**Generic duties and responsibilities of all LSHTM employees**

This job description reflects the present requirements of the post but may be altered at any time in the future, as duties and responsibilities change and/or develop providing there is full consultation with the post-holder.

The post-holder will carry out any other duties, tasks or responsibilities as reasonably requested by the line manager, Dean of Faculty, Head of Department or Director of Professional Service. The post holder will be responsible and accountable for ensuring all LSHTM policies, procedures, regulations and employment legislative requirements are adhered to including equality and diversity and health and safety.

**This job description is not a definitive or exhaustive list of responsibilities but identifies the key responsibilities and tasks of the post holder. The specific objectives of the post holder will be subject to review as part of the individual performance review (appraisal) process.**
Person specification
Assessed at Application (A), Interview (I), Interview Task (T)

Knowledge and experience

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<tr>
<th>Essential criteria</th>
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<th>A, I</th>
<th>I</th>
<th>A, I, T</th>
<th>A</th>
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<td>A minimum of a second class honours degree.</td>
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<td>Demonstrable experience of successful prospect research and moves management within academic or charitable fundraising sectors.</td>
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<td>Knowledge of legal requirements and good ethical practice in fundraising.</td>
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<td>An understanding of key philanthropists, organisations and networks in the UK and overseas.</td>
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<td>A sound understanding of data protection and GDPR and experience of developing GDPR compliant prospect research policies.</td>
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Desirable criteria

| Experience of working in development in higher education, health, or international development environments. | A   |
| Relevant qualifications and/or professional training in fundraising.                           |     |
| Knowledge of philanthropy and prospect development best practice in the higher education or international development sector. | A, I |
| Experience developing research strategies for new markets, particularly those in the USA and Asia. | I   |
| Experience of using analytics and modelling for prospect identification and prospect management. | A   |

Skills and abilities

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<tr>
<th>Essential criteria</th>
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<tr>
<td>Excellent communication skills, written and oral, and experience of presenting to a wide range of stakeholders.</td>
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<td>Outstanding attention to detail and accuracy.</td>
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<td>Excellent project management skills and the ability to juggle competing priorities and meet deadlines.</td>
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<td>Experienced user of relational databases with the ability to accurately input, query and interpret information.</td>
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<td>Able user of Microsoft Office packages, particularly Excel (to include writing formulae and presenting data).</td>
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<td>Ability to manage large and complex data sets and make data centric recommendations.</td>
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<td>Strategic thinker with an ability to identify new opportunities for developing fundraising strategy.</td>
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Desirable criteria

- Experience of using Raiser’s Edge to an advanced level.
- Skills in programmes to aid analysis or build reports, e.g. Tableau, Crystal Reports.
- Highly experienced user of Excel, e.g. knowledge of visual basic.
- Budget management.

Attributes

Essential criteria

- Ability to work under own initiative and also respond to team requests.
- Ability to work accurately under pressure to tight and sometimes conflicting deadlines.
- Collaborative, with the ability to encourage, persuade and promote the role of prospect research.
- Tenacious ability to spot opportunities for prospect research.
- Keen awareness of confidentiality and sensitivity of information.
- Ability to work sensitively within diverse cultural environments.

Desirable criteria

- Strong analytical and problem solving skills with the ability to work in high pressure and evolving environments.
- Versatile and able to jump into other roles as required.

ASYLUM AND IMMIGRATION STATEMENT

The School will comply with the Immigration, Asylum and Nationality Act 2006, which requires all employees to provide documentary evidence of their legal right to work in this country prior to commencing employment. Candidates will be required to email a copy of their passport (and visa if applicable) to HR prior to their interview and if appointed will be asked to bring the original documents in to be copied and verified before their start date.

This role does not meet the minimum requirements set by UK Visas and Immigration to enable sponsorship of migrant workers. Therefore we cannot progress applications from candidates who require sponsorship to work in the UK.

Further information about Certificate of Sponsorship and eligibility to work in the UK, can be found at: [www.ukba.homeoffice.gov.uk/employers/points](http://www.ukba.homeoffice.gov.uk/employers/points).