

- In collaboration with frontline fundraising staff, conduct prospect identification projects in support of the University's fundraising priorities and geo hub strategies.
- Proactively identify major gift prospects through review and analysis of news, financial and philanthropy reports, internal and external databases, social media and other sources, and through data mining and prospect screening projects. Assess and evaluate prospects' philanthropic resources and interests and make recommendations for assignment.
- Partner with fundraising staff in assessing, evaluating and prioritizing prospects in portfolios. Contribute to the ongoing development of a strong prospect pipeline for the University's fundraising programs and priorities.
- Conduct due diligence background research on prospective donors as required to assist with assessing reputational risks and ensuring no adverse information is linked to naming gift donors.
- Adhere to the ethical and confidentiality guidelines of the University and the Association of Professional Researchers for Advancement (APRA) as well as working within the framework of Canadian privacy legislation, such as the Personal Information Protection and Electronic Documents Act and the Freedom of Information and the Protection of Privacy Act.
- Determine whether and how best to uncover and handle confidential or sensitive information given legislative, ethical and practical considerations.
- Monitor workflow and priorities and maintain statistics on requests.
- Edit and proofread research documents and publications.
- Work on periodic and special research projects under strict deadlines.

2. Media Monitoring – 10%

- Conduct regular media monitoring and prepare and disseminate a Weekly Bulletin detailing prospect, donor, and alumni news, as well as university fundraising and industry news to the President and the University's other senior officials and University Advancement staff.
- Identify and analyze relevant local, national and international industry and fundraising trends. Prepare and disseminate a Quarterly Trends Report to University Advancement staff.

3. Other Duties – 10%

- Ensure the accuracy and integrity of all the records and files in the Advancement database and DUAShare in relation to prospect research information. Lead and contribute to improvement projects.

- Participate in the development and implementation of the unit's annual plans in support of the University's fundraising objectives and alumni engagement initiatives.
- Prepare training materials and provide instruction and technical guidance to other staff on the optimal use of research resources.
- Stay abreast of technological developments; investigate new research techniques, electronic on-line resources and document management systems to recommend future directions for Carleton University.
- Other duties as assigned.

1. **PART D Specifications:** Specifications (to be completed by Supervisors in conjunction with Employee)

1) **Knowledge:**

a) **Minimum amount of formal education required.**

Completion of an Honours degree in a relevant field. Masters of Library & Information Science preferred.

b) **Minimum amount of relevant work experience required:**

Five years of progressive experience in a research or nonprofit sector, including experience in prospect research. Experience in a post-secondary institution or major not-for-profit as well as experience with Banner Advancement would be an asset.

c) **Minimum amount and type of continuing study required:**

The incumbent must maintain a current knowledge of emerging technologies, trends and developments and best practices in the fields of prospect research, information management and fundraising. The incumbent must also maintain a comprehensive understanding of individual, corporate and foundation fundraising and the changing philanthropic climate and techniques.

To uphold legal privacy requirements and ethical research standards, the incumbent must stay informed of data protection legislation both nationally and internationally. The incumbent must keep up to date on the University's programs and fundraising priorities.

Elaborate on (a) and (b)

- Excellent knowledge and understanding of the role of prospect research in major gift fundraising.
- Demonstrated experience with research methodologies and proficiency with various research resources including advanced searching techniques using online databases such as iWave PRO, Grant Connect, LexisNexis, Factiva, SEDAR and SEDI.

- Ability to identify, analyze and interpret financial and wealth indicators and demonstrated experience in providing capacity ratings.
- Excellence in investigating, researching, analyzing and synthesizing large quantities of information in clear and concise formats.
- Commitment to providing excellent client service.
- Exemplary organizational, decision-making, analytical and verbal and written communication skills.
- Excellent attention to detail and accuracy.
- Demonstrate an exceptional level of professional flexibility.
- Ability to multi-task, work well under significant time pressures and meet deadlines.
- Ability to work with a minimal degree of supervision within a dedicated team framework.\
- Understanding of privacy and access to information legislation. Demonstrated professionalism in handling highly sensitive and confidential information ethically and with discretion.
- Advanced knowledge of Microsoft Office suite of applications including Word, Excel, Access and Outlook, and experience working with a relational database, preferably Banner Advancement.

2) COMPLEXITY OF DUTIES:

A key contributor to growing the philanthropic support for the University, the incumbent conducts in-depth research and provides high-quality research products including comprehensive profiles for senior fundraising staff and the University's senior administration, including the President, in support of complex fundraising strategies.

The incumbent must display initiative and independent action to help Carleton University reach its fundraising goals while coordinating several research assignments simultaneously and adjusting to rapidly changing priorities. Independent thought and the ability to solve myriad problems and meet numerous challenges, including requests on tight timelines, on a daily basis are required.

The accuracy, quality and completeness of the research conducted by the Research Officer is integral to the University's ability to reach out to its alumni, parents and friends for fundraising and friend-raising purposes and errors in research can be costly in terms of lost revenue, as the institution cannot obtain charitable contributions or volunteer services from individuals unless it

is able to contact them. Moreover, maintaining ongoing communication with alumni, parents and friends is essential to sustaining goodwill and support from these individuals.

The accuracy, quality and completeness of individual profiles created by the Research Officer is integral to the University's ability to reach its major gift fundraising goals and errors in research can be costly in terms of lost revenue through inappropriate or misdirected solicitations. The majority of work is not repetitive since research documents have to be created for each campaign, solicitation and prospect. The incumbent must then work independently with minimum supervision and exhibit a great deal of resourcefulness and initiative in the development and coordination of their areas of oversight.

The scope of research is broad and each prospect or donor researched is unique. Prospects and donors, including individuals, corporations and foundations, have diverse backgrounds, covering different geographic regions, both Canadian and international, and a variety of subject areas and industries. In order to determine prospects' giving capacities, the incumbent must analyze and value complex wealth indicators relevant to different regions and across different subject areas and industries. The incumbent must also be able to effectively synthesize large amounts of information from a broad range of sources and use critical and creative thinking to identify and match prospects to Carleton's programs and fundraising priorities.

The incumbent conducts due diligence research using a variety of sources including court records to assist assessing legal, financial and reputational risks and facilitate evidence-based decision-making.

The Weekly Bulletin and Quarterly Trends Report integrate relevant Advancement, fundraising and industry information for all of Advancement and the University's senior administration. Its accuracy and timeliness are vital for generating opportunities to engage alumni, prospects and donors and prioritize prospect pipeline.

Work responsibilities frequently concern confidential and/or sensitive information requiring the use of professional discretion in all communications. Persuasiveness, tact and discretion are essential in providing prospect recommendations or information of sensitive nature to clients.

The continuously high volume of work to be accomplished requires that the incumbent have strong organizational skills and work autonomously, setting and meeting priority deadlines with very little supervisor intervention and within strict budgetary guidelines.

3) ACCOUNTABILITY:

The success of Carleton University's fundraising efforts is highly dependent upon the Research Officer. Currently, 95% of all dollars received at Carleton University from major gifts – \$10,000 or more – and these come from a very small pool of eligible Canadian and international philanthropists. Competition for these dollars, and donors, is at an all-time high with more than 70,000 registered charities in Canada working to secure funding for their organizations. The incumbent must provide accurate, insightful and relevant data and make recommendations that

will give Carleton an edge and allow the University to secure a more constant income stream at the major gift level.

Research products created by the incumbent are used to support the qualification, cultivation, solicitation and stewardship of major gift prospects by senior fundraising staff and the University's senior administration, including the President. The accuracy, quality, completeness and timeliness of this research is integral to the University's ability to reach its major gift fundraising goals and errors in research could result in embarrassment to the University and its senior administration and cause damage to the University's reputation, and can also be costly in terms of lost revenue through inappropriate or misdirected solicitations. Failure to identify potential red flags and financial or reputational risks related to naming gift donors can result in damage to the University's reputation and brand.

The incumbent must handle information ethically, accurately, and confidentially. Failure to properly maintain research files risks non-compliance with federal PIPEDA policies and legislation, at significant risk to the University.

The incumbent works under general direction and is not closely supervised in day-to-day duties. The incumbent is responsible for keeping management informed regularly of progress and anticipated problems.

4) NATURE AND LEVEL OF CONTACT:

a) Purpose of Contacts:

The incumbent has regular contact with Advancement staff at all levels and may also involve communicating with non-Advancement staff at Carleton University to obtain and share information, and to partner in advancing the University's fundraising objectives and goals. The incumbent may also communicate with corporations and foundations to obtain and verify information.

b) Level (check one) - regular and continuous only and as specified in Part 'C'

- other employees in same work unit or office.
- the above plus students; faculty in the same work unit; or employees from other departments or offices at a similar job level to the incumbent.
- the above plus the general public, faculty and staff at a more senior level from other departments or staff at equivalent levels outside the university.
- all the above plus senior University executives and senior officials from government, private industry, other universities, etc.

5) SUPERVISION/MANAGEMENT CONTROL EXERCISED

a) Describe the type of supervisory/management control exercised. Indicate responsibility for overall direction of a section/department/unit either independently or through subordinate supervisors if applicable.

Assign and oversee student employee tasks as required.

b) Indicate the level of employees directly (not through subordinates) supervised.

- | | |
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| i <input checked="" type="checkbox"/> primarily support | iii <input type="checkbox"/> primarily supervisors of (ii), or managers of section consisting of (i) employees |
| ii <input type="checkbox"/> primarily specialized technical, Administrative or journeyman trades | iv <input type="checkbox"/> primarily management level |

c) Indicate number directly supervised.

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Signed by:

_____	_____
Employee	Date
_____	_____
Employee	Date
_____	_____
Employee	Date

Approved by:

_____	_____
Immediate Manager	Date
_____	_____
Department Head	Date