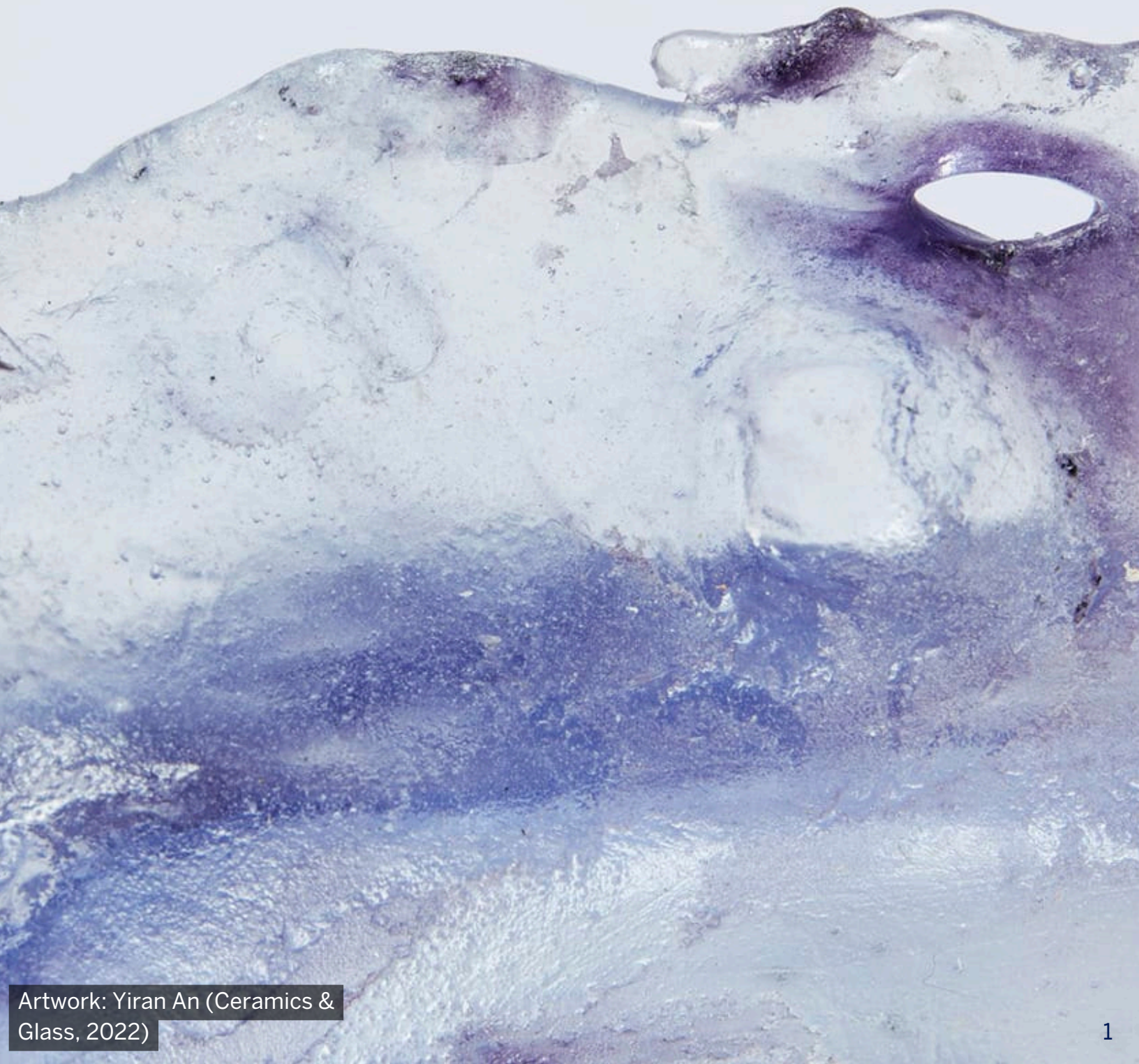


RCA

Prospect Research & Pipeline Manager July 2024



Artwork: Yiran An (Ceramics &
Glass, 2022)

CONTENTS



Photo: Richard Haughton

3	<u>About RCA</u>
4	<u>Our Strategy</u>
5	<u>Our People</u>
6	<u>Our Values</u>
8	<u>About the Role</u>
11	<u>Person Specification</u>
14	<u>Pay and Benefits</u>

WELCOME TO THE RCA



Photo: Iwan Baan

Founded in 1837, the Royal College of Art is the world's largest community of postgraduate art and design students. It is also the oldest art and design university in continuous operation and has been ranked as the world's number one art and design university for a remarkable ten consecutive years, according to the QS World University Rankings by Subject 2024 – the worldwide survey of academic and industry opinion.

The RCA is research-led and recognised in the UK-wide REF (Research Excellence Framework) as the UK's most research-intensive institution – with an increased proportion of the College's outputs classed as 'internationally excellent' and 'world-leading' in the most recent REF assessment of 2021.

Studying at the RCA is the starting point for the world's creative leaders. With more than 26,000 RCA alumni across the globe, the RCA's graduates form a unique international network of artists, designers, creators, and innovators. Every year, RCA alumni are recognised as leaders in their discipline, making national and international headlines for their work, which shapes the world we live in. Its graduate start-up incubator, InnovationRCA, is one of the most successful in the country with a high proportion of female start-up founders and a high 'survival' percentage after five years of trading.

More than 2,800 students are spread across four schools and research and academic departments, studying at Graduate Diploma, MA, MFA, MDes, MArch, MEd, MRes, MPhil and PhD levels. The College's mix of professionalism and creative freedom, together with its renowned academic community and rigorous academic framework provides the ecosystem in which students flourish and achieve their highest potential.



Photo: Richard Haughton

In addition, the RCA has a number of established and planned research centres: the Helen Hamlyn Centre for Design; the Material Science Research Centre (which includes the Materials Futures Research Group and the Textiles Circularity Centre); the Intelligent Mobility Design Centre, Computer Science Research Centre, and a future centre in Drawing. The RCA is also home to one of the UK's most successful university incubators, InnovationRCA.

The RCA espouses a hybrid approach, supporting 'traditional' making and technical skills in fine and applied art and design alongside the foundational sciences, engineering and technology which underpin designers' ability to solve today's global challenges. The RCA champions the value of interdisciplinary learning and was the first art and design university in the world to implement a STEAM (Science, Technology, Engineering, Art and Design and Mathematics) academic vision, with investment in new faculty posts in Materials Science; Computer Science and Robotics alongside art and design disciplines. By applying creative insights to evidence-based science, its staff, students, researchers and start-ups are addressing major global challenges such as rapid urbanisation and transport; loss of biodiversity; ageing populations; unsustainable consumption and production; and the rise of AI.

Our Strategy

The RCA's strategic vision is to increase its influence on the world stage of globally ranked universities, punching significantly above its weight, and attracting, supporting and convening the world's most talented faculty, students, artists, designers and creative leaders. For more information on The RCA's Strategic Plan 2022–27, please click on this link: [Strategic Plan 2022–27](#).

Our People



Photo: Richard Haughton

The role of Royal Visitor to the RCA was taken on by The former Prince of Wales – now His Majesty The King – in 2018. The announcement of HM The King’s retained Patronage of the RCA marks the first anniversary of Their Majesties’ Coronation. As part of the official Coronation Concert in May 2023, the Royal College of Art along with The Royal Ballet, The Royal Opera, the Royal Shakespeare Company, and the Royal College of Music came together for the first time ever to create a spectacular one-off performance, with a striking visual backdrop of specially-designed artworks contributed by students from the Royal College of Art.

The RCA’s Chancellor is Sir Jony Ive, and the Pro-Chancellor and Chair of Council is Sir Peter Bazalgette (please see link to Council independent members’ biographies). The RCA’s President & Vice-Chancellor – the CEO of the institution – is Professor Christoph Lindner who joined the College in April 2024.

The RCA’s academic faculty bring world-leading expertise and industry knowledge to the practice-based model of teaching. There is a core academic and research workforce of 196 FTE, supported by around 215 Associate Lecturers and a wide range of Guest Lecturers who bring ‘live’ industry experience into the taught curriculum – for example, Amin Taha of GrantOn design, whose work was twice shortlisted for the RIBA Stirling Prize, in 2017 and 2021, teaches in the School of Architecture; and Yao Yingjia, who is Vice President and Chief Designer at Lenovo teaches in the School of Design.

The RCA combines contemporary and industry-focused teaching perspectives. It also employs a team of 95 highly skilled technicians, many of whom themselves have postgraduate qualifications in their fields of specialism, which range from rapid prototyping and subtractive manufacturing to film and sound engineering, and from digital modelling to metal fabrication and jewellery making.

Our Values



Photo: Shaun James

The RCA community operates in line with four agreed values:



Curiosity

We have a tenacious commitment to innovation and openness to change. We positively interrogate ideas, assumptions and plans and welcome the honest scrutiny that is alive in a learning community.



Inclusion

We celebrate diversity and embrace difference as a source of strength. We strive for an inclusive RCA community, removing barriers and challenging exclusionary and discriminatory practices.



Collaboration

We value what happens together and we help and support each other to achieve our collective goals. We work in partnership with our students, staff, alumni, institutions and communities across the globe to make a lasting difference.



Integrity

We are always willing to listen, we offer constructive feedback and we promote accountability, building relationships of mutual trust and respect. We are resilient in the face of challenges, pursuing outcomes with individual, cultural, societal and economic impact.

Advancement & Alumni



Photo: Richard Haughton

Philanthropy plays a significant role in the life of the RCA and Advancement & Alumni work with a community of engaged philanthropists to support the College's vision for the future.

Our alumni, alongside donors, companies, trusts and foundations are all integral to ensuring our students and staff have the resources to perform at their best.

The Advancement & Alumni culture is collaborative, ambitious and transparent. We work closely with colleagues across the College as well the Council and value the ability to act as an ambassador for the RCA.

Prospect Research & Pipeline Manager



Photo: Richard Haughton

Purpose of the role:

The Prospect Research and Pipeline Manager is a member of the Advancement team. This role contributes to the department by working closely with the Associate Director to plan and deliver a high-quality programme of prospect research and pipeline management using the College's Raiser's Edge NXT database. This includes managing the identification of potential donors, using their own knowledge of philanthropists, alongside a suite of research tools and the in-house database. In line with best practice in the sector, this role creates, implements and manages plans to identify, rate, assign and track prospects and donors with the capacity to make significant gifts to the College.

The Advancement & Alumni team is small, comprising 12 members at present, operating in a specialist postgraduate university. The team is responsible for all philanthropic income to the College and for the relationship with the Colleges over 26,000 alumni.

There is a strong sense of collegiality that drives the RCA's success and team members at all levels work together to a shared goal and purpose. Pulling together as a team, a willingness to assist a colleague and to have an open mind to new ways of working are the attitudes and mindset we prize at the RCA and which have contributed to our sustained high performance.

The post holder is also responsible for ensuring the Donation Acceptance Policy is adhered to and commissioning due diligence is done in accordance with College policy. They will co-produce and deliver plans which support the delivery of the College's strategic priorities and current and future fundraising strategies.

Main Duties and Responsibilities:

Prospect Research

- With the Advancement Associate to develop, implement and manage a clear prospect strategy that supports the College's fundraising plans to grow income.
- Proactively manage the identification of potential donors and new leads through strategic prospect research which adheres to the ethical standards of the Fundraising Regulator.
- Identify current donors with potential for increased support.
- Work with senior volunteers (Council, VCO, SMT, alumni, etc) and staff, to identify the best leads and, in conjunction with fundraisers, plan the most effective routes to reach them.
- Develop a pool of international prospects and leads as well as UK-based international diasporas.
- Produce insightful reports on potential donors, new leads, and existing donors, assessing capacity, propensity, philanthropic interests, biographical information, and networks.
- Write high-quality briefings for use by fundraisers, College leadership and senior volunteers as requested.
- Implement methods for regular media monitoring and horizon-scanning across sector forums and online resources, in order to uncover new opportunities for giving as well as insights into best practice for prospect research and pipeline management.
- Assist in the building of invitation lists for donor and prospect engagement events throughout the year.
- Conduct prompt qualification of new donors to the College.
- Enable fundraising activity through the timely delivery of strategically relevant research predominantly from the individual and charitable trust sectors. Research will be both proactive and in response to requests, and will include larger prospect finding projects, donor profiles, network research and competitor analysis.
- Monitor and report on outcomes from prospect research activities.
- Through an in-depth understanding of the College's fundraising priorities and related philanthropic trends, identify and qualify prospective donors (new and existing) and help curate cultivation and solicitation plans.
- Ensure prospect and donor records are up to date and support the preparation of briefing notes for prospect and donor meetings as well as events.



Photo: Richard Haughton

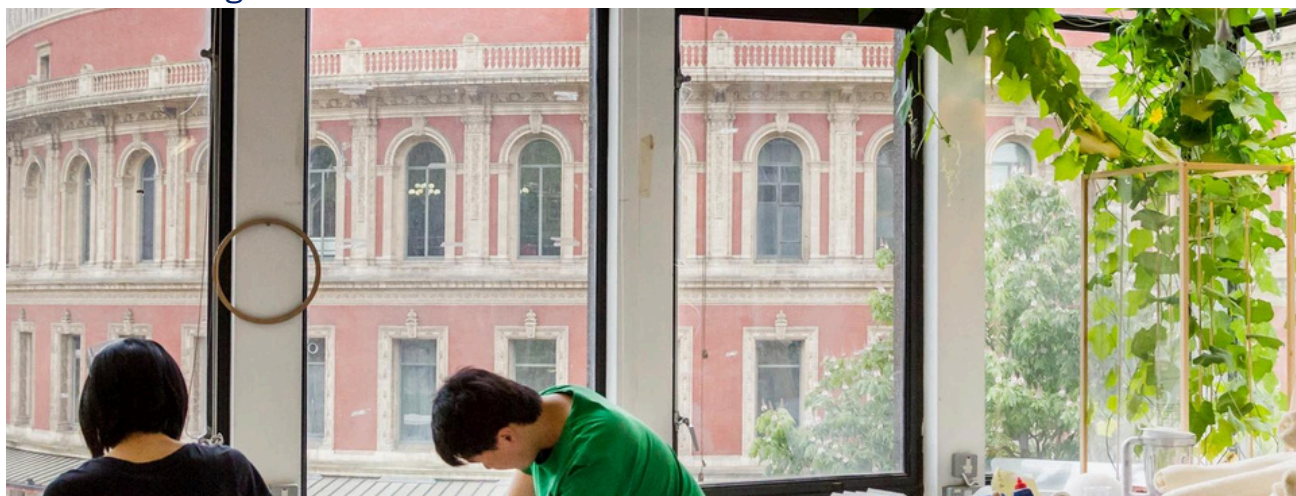
Main Duties and Responsibilities (cont):

Pipeline and Portfolio Management

- Assist in the management of fundraising portfolios for all active fundraisers.
- Work with the Associate Director to continuously ensure that there are sufficient prospects and asks being made to meet annual targets.
- Work with the Director, Deputy Director and Associate Director to evolve prospect management in Raiser's Edge NXT to drive prospects through the pipeline, spanning identification, qualification, portfolio assignment, cultivation, solicitation, and stewardship.
- Maintain up-to-date donor and prospect thumbnail profiles in RE NXT, including biographical, financial, and philanthropic information.
- Conduct regular portfolio review meetings with individual fundraisers to drive monitor moves management and work with fundraisers to ensure progress is being made.
- Be accountable for pipeline management processes on the team's database and lead on updating and improving these.
- Ensure all income generation opportunities are maximised by building strong relationships with colleagues in Advancement and with other stakeholders across the College.

Additional Responsibilities

- Line-manage the Prospect Research Associate and Advancement Officer (Database), ensuring clear work plans and priorities at all times.
- Manage the prompt review of honourees named in both the New Year's Honours List and the King's Birthday Honours List, updating College colleagues and RE NXT.
- Manage the due diligence process where needed, in line with the College's Donation Acceptance Policy.
- Contribute potential names to the College's Honours and Nominations Committee, providing relevant due diligence.
- Work closely with the DARO team, to ensure integrated work practices and effective information sharing.
- Manage a suite of research subscriptions and resources.
- Maintain a good understanding of the latest developments, current trends and legislation in prospect research, and pipeline and portfolio management.
- Ensure that all activity undertaken is accurately recorded on the College's RE NXT database and within GDPR guidelines.



Person Specification

PART ONE

Knowledge and experience

Essential:

- Demonstrable experience managing a research programme which supports and informs a relationship management team
- Highly experienced in researching individuals, interpreting publicly available information and translating into user-friendly briefing documents
- Advanced experience researching U/HNW individuals and understanding their networks
- Highly experienced in using a relational database (e.g. Access, Raiser's Edge or other similar software) for inputting, storing and analysis of data
- Team leadership, recruitment, goal setting and appraising
- Developing plans with clear goals, objectives and financial parameters
- Meeting deadlines

Desirable:

- Previous experience of Raiser's Edge NXT
- Experience of prospect research and pipeline management within a fundraising team for an arts or higher education establishment
- Experience working with senior volunteers and mapping their networks
- Experience of prospect research and pipeline management in an organisation seeking six and seven figure donations
- Experience of due diligence



Person Specification

PART TWO

Skills and abilities

Essential:

- Exceptional understanding of prospect research and research skills
- Strong organisational, logistical and project management skills, attention to detail and accuracy
- Ability to write accurate and well-written briefings, suitable to specific audiences and purposes
- Excellent listening skills
- Excellent project-management skills with an ability to think strategically and plan for the medium- and long-term future as well as on a day-to-day basis
- Ability to prioritise own workload to meet deadlines
- Strong interpersonal skills, and the ability to work with colleagues across the team and, on occasion, externally
- Strong leadership skills, a collaborative management style, and experience of successfully managing staff in a proactive and positive manner
- Excellent and self-supporting IT skills, including broad competence in a range of software applications, spreadsheets and reporting tools
- Advanced skills in using a CRM / relational database
- Knowledge of legal and ethical issues, particularly due diligence and risk assessment in business
- A sound understanding of the Data Protection Act and proactive awareness of the developing principles of General Data Protection Regulation in the UK
- In-depth knowledge and experience of prospect research in a charity setting
- Comprehensive understanding of prospect and moves management pipelines
- Outstanding track record of successful high-level research and planning around individuals and trusts and foundations
- Experience of analysing large amounts of information and preparing insightful recommendations to support fundraising
- Able to manage upwards in prospect meetings with senior colleagues in Advancement
- Appreciation for donor motivations and ability to make thoughtful connections with projects.
- Experience of working with fundraising databases or customer relationship management systems (ideally RE NXT)
- In depth understanding of data protection regulations.
- Highly IT literate, with experience of a variety of online research facilities, plus an up-to-date knowledge of GSuite, Microsoft Office

Person Specification

Skills and abilities (cont)

Desirable:

- Knowledge of philanthropists and philanthropy
- Appreciation of the power of philanthropy to impact the arts, culture and higher education
- Knowledge of tax efficient giving and the law and regulations governing charitable giving, such as the Fundraising Regulator's Code of Fundraising Practice
- Knowledge of the latest trends and resources for prospect research
- Familiarity with AI in research eg ChatGPT

Qualifications & Training

Essential:

There are no specific qualifications required. We are looking for personal qualities, relevant experience and a desire to learn on the job

Desirable:

Training in prospect research and pipeline management from a professional organisation such as CASE Europe or the Chartered Institute of Fundraising



Pay & Benefits

Additional Information:

- Responsible to: Associate Director, Advancement & Alumni
- Direct Reports: Prospect Research Associate and Advancement Officer (Database)
- Responsible for: Leading the Prospect Research and Pipeline Management function to support fundraising success
- Full time salary: Grade 8: £46,978 - £50,974 per annum including London Allowance.
- FTE: 1 (35 hours per week), 9.30 - 17.30 with an hour for lunch.
- Permanent role
- 25 days annual leave plus extended breaks at Christmas and Easter, at the discretion of the College. Rising to 27 days per annum from October 2024.
- A contributory defined benefit pension scheme and interest-free season ticket loan are available
- Location: Based at Kensington/Hybrid
- Department: Advancement & Alumni



Photo: Philip Vale

Pension

The Royal College of Art is a member of the Superannuation Arrangements of the University of London (SAUL) which is a contributory defined benefit pension scheme. The college will contribute a sum equal to 16% of your salary while you pay 6%.

Holiday

25 days paid leave a year plus bank and public holidays normally observed in England and Wales. In addition, the college is normally closed for six days a year, one day on either side of Easter and the remainder between Christmas and New Year. Part-time staff will be entitled to the pro rata equivalent. Increasing to 27 days a year from October 2024.

Season ticket loans

Interest-free loans are available for staff to purchase annual season tickets.

Enhanced maternity and adoption pay

Qualifying employees are entitled to enhanced maternity/adoption pay: 26 weeks' full pay, 13 weeks Statutory Maternity/Adoption Pay. This compares to the statutory provision of 90% of average pay for 6 weeks followed by Statutory Maternity/Adoption Pay for 33 weeks.

Enhanced paternity pay

Qualifying employees are entitled to two weeks' paternity leave entitlement at full pay. This compares to the statutory provision of two weeks' pay at the statutory rate.

Enhanced sick pay

Occupational sick pay after three months' service is three months full pay/three months half pay.

24/7 confidential support

Staff and family members in their household have access to a free, external confidential support service for work, financial, legal, family and personal problems 24 hours a day, 365 days a year.

Occupational health

Occupational Health support for the College is provided by Imperial College's occupational health service at their South Kensington Campus.

Life Cover

Active members of the SAUL pension scheme automatically receive life cover. A lump sum of four times your salary together with a refund of your contributions and a 2/3 pension for your dependent/spouse is payable should you die whilst in employment.

Library

All staff are welcome to join the college library.

Events

All staff are welcome to attend exhibitions, lectures and private views held by academic schools and programmes.



Equality, diversity and inclusion - Disability and neurodiversity

Disability Confident

RCA is a Disability Confident Committed employer. You may recognise the logo from our job adverts.

Disability Confident is a government scheme designed to encourage employers to recruit, retain, and develop disabled people. RCA was originally awarded the Disability Confident certificate in October 2022, which broadens and deepens our existing commitment as an employer.

As a Disability Confident Committed employer, we commit to the below core activities:

- ensure our recruitment process is inclusive and accessible
- communicating and promoting vacancies
- offering an interview to disabled people who meet the minimum criteria for the job
- anticipating and providing reasonable adjustments as required
- supporting any existing employee who acquires a disability or long-term health condition, enabling them to stay in work
- at least one activity that will make a difference for disabled people





10 YEARS

as the world's N°1
University for Art & Design

QS World University Rankings by Subject 2015-24

Together, the RCA community can generate change now for a sustainable future everywhere.