

# Prospect Development Manager

## Job description

Together we are help and hope for everyone living with dementia



# Who we are

## Dementia is the biggest health and social challenge of our time.

There are currently estimated to be 900,000 people in the UK with dementia. Many are undiagnosed and facing the realities of their condition alone.

At Alzheimer's Society we're working towards a world where dementia no longer devastates lives. We do this by giving help to those living with dementia today and providing hope for the future.

We're here for everyone living with dementia.

As a Society, we are made up of people with dementia, carers, trusted experts, campaigners, researchers and clinicians. We are the UK's largest collective force of people with unparalleled knowledge and over 40 years of experience addressing the biggest challenges facing people living with dementia.

## Together we are help and hope for everyone living with dementia.

# Our values

Our values tell everyone who we are as an organisation. Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us what we all stand for. Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are Determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



### Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with



### Trusted expert

We're listening, we're learning and we use experience and evidence.



### Better together

We're open, we combine our strengths and we achieve more together.



### Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

# Prospect Development Manager

## Position in the Organisation

Reports to the Head of Fundraising Comms  
Member of our Fundraising Comms team.  
Part of our Income and Engagement directorate.

## Purpose of this Role

We are here for anyone affected by dementia to help them navigate some of the hardest and most frightening times of their lives.

We are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people living with dementia and their carers.

The purpose of this role is to use prospect research to help ensure the Society's High Value fundraising teams are able to hit their ambitious income growth and supporter experience targets.

The postholder manages a focussed and dynamic function who find the most suitable prospects for fundraisers, and efficiently develop our supporter networks in relation to the Society's funding priorities.

By fusing knowledge about the Society's activity with specialist research skills, knowledge and tools, this role is responsible for the prospect development function. The role will directly inform cultivation and stewardship strategies, manage prospect pipelines, support the realisation of new opportunities, and promote the adoption of prospect research principles across High Value.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A Trusted Expert who believes in working Better Together and demonstrates true Compassion.

## Key Accountabilities and Responsibilities

- Responsible for the day to day management of the Prospect Development function and 2 x Prospect Development Officers
- Implements the Prospect Development strategy
- May influence short and long-term planning across High Value fundraising and, thereby, the Society at large
- Works closely with the High Value Events, Impact Communications and Fundraising teams
- The role involves regular, close collaboration with the Philanthropy, Development and Corporate teams, plus other Fundraising teams – notably Legacies and Events
- Implement, champion, and evaluate the Prospect Development strategy and associated processes, overseeing all associated activity to support the High Value fundraising teams
- Ensure that project plans for prospect research are in place for all fundraising teams in High Value; that they are agreed, monitored and evaluated, responding to changes as needed
- Be the point of expertise for prospect research organisationally
- Enable the delivery of prospect research advice to senior colleagues cultivating the highest value relationships across the High Value division
- Work in close collaboration with colleagues in Fundraising Comms to ensure that plans are closely aligned with Society activity at large

- Upskill fundraising colleagues in the fundamentals of prospect research so that they have the knowledge and tools to carry out their own basic research, and train new colleagues
- Work with colleagues in High Value and across the Society to develop and support a centralised prospect development process
- Build and maintain effective working relationships with colleagues in other fundraising and operations teams to ensure the smooth identification and transfer of quality prospects
- Ensure all colleagues in High Value understand policies around compliance – due diligence reporting, gift acceptance and data protection (GDPR)
- Ensure that the Society's CRM (Progress) is being used to manage and track prospects and donors so that data can be analysed effectively
- Monitor the budget for Prospect Development activity, ensuring the highest standards of cost efficiency for the Society
- As a line manager will provide support, development, inspiration, challenge, direction and recognition to the team
- Manage great and poor performance or behaviours and empower the team to live our values

## We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

## Person Specification and Selection Criteria

Skills & Knowledge	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Thorough understanding and experience of the principles of High Value fundraising and relationship management	E	A/I
Strong understanding of the motivations and needs of major supporters	E	A/I
Experience of leading or working independently as part of a prospect management and research function	D	A/I
Experience of developing and/or delivering a prospect research / development strategy	D	A/I
Experience of commissioning and analysing information and producing findings and recommendations	E	A/I
Strong leadership and team management skills. A flexible and adaptable approach to managing change	D	A/I
Exceptional written and verbal communication skills and the ability to present complex information in an accessible format	E	A/I
Able to spot funding opportunities within complex strategic plans and activities, and translate these into prospect research activity plans	E	A/I
Experience and knowledge of using and championing databases	E	A/I
Excellent working knowledge of MS Office applications, fundraising databases and the internet	E	A/I
Excellent stakeholder management skills	E	A/I
Excellent project management and planning skills, with ability to prioritise workload	E	A/I
Knowledge of the UK voluntary sector, preferably medical or care charities	E	A/I
Able to see beyond existing parameters and processes to find original and fresh solutions	D	A/I
Comfortable giving direction and making decisions where there is some degree of ambiguity	E	A/I

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	E	A/I
Be a self-starter and incredibly motivated.	E	A/I
Excellent organisational and timekeeping skills.	E	A/I
Excellent attention to detail.	E	A/I
Non-judgemental communication	E	A/I
Commitment to and understanding of equal opportunities	E	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	E	A/I

Essential requirements are those, without which, the post holder would not be able to fulfil the responsibilities of the role. Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

This post may be subject to a satisfactory Criminal Records Check, from either the Disclosure and Barring Service (England & Wales), Disclosure Scotland Check (Scotland) or AccessNI (Northern Ireland). If you require further information regarding Criminal Records Check, then please contact: [careers@alzheimers.org.uk](mailto:careers@alzheimers.org.uk)

# Our benefits



## Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contribution rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers



## Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



## Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



## Family & Dependants

- Enhanced family leave – 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



## Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



## Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave