WNET New York Public Media

Title: Director of Prospect Research

Location: 825 Eighth Avenue, New York, NY

Job Type: Full-Time (Experienced)

Start Date: ASAP

Job Description:
The role of the Director of Prospect Development is to direct the activities of prospect development and analytics to identify and evaluate prospects, provide research reports and briefings, lead the prospect management system, and provide business intelligence to the fundraising team, in support of WNET’s development efforts. The position reports to the Executive Director of Development.

Primary Responsibilities:

- Lead the ongoing development and implementation of new prospect management and research protocols including wealth and capacity assessments and ratings, prospect research requests and portfolio reviews. Oversee the identification of new prospects and their inclusion in portfolios.
- Ensure the implementation of new analytic tools that can help add to, monitor and report on the prospect pool and performance. Partner with gift officers to leverage business intelligence for all areas of the Development and Communications team.
- Develop a strategic partnership with Development Systems to develop new tools and reports that serve prospect and business intelligence needs. Design and develop studies and reports, using research and screening tools, on WNET prospect constituencies, including analysis of potential for giving of various prospects for key projects.
- Support VP and Executive Director in the preparation for and implementation of fundraising forecasts, goals and targets via prospect screening tools, reports for volunteer leadership, and peer screening tools.
- Supervise the work of a prospect researcher with the responsibilities of conducting research into new prospects and refreshing existing prospect profiles. Manage the collection, analysis, interpretation and documentation of information on individuals, corporations and foundations, utilizing state of the art resources including web based searches, proprietary databases, contracted screening and data mining resources, electronic databases and other sources as appropriate.
- Collaborate with Senior Director of Principal Gifts in the preparation of bi-monthly principal gift meetings.
- Refine team-based prospect management protocols and strategy development to help insure that WNET fundraisers are effectively engaging with top prospects. Provide portfolio review services to fundraisers.
- Oversee training of gift officers in prospect management protocols. Direct the building of strong strategic partnerships with development and communications colleagues as well as other internal partners across WNET.
- Work with the gift processing team of two to analyze prospect and donor constituencies and forecast their behavior through data benchmarking, modeling and analytics. Develop and produce analyses and reports on fundraising history and current performance, prospect pool status, and other business intelligence used to inform the strategic management of fundraising operations.
• Assist in the development and articulation of comprehensive prospect strategies for top prospects working with the Vice President and the senior team.
• Produce a wide set of biographical reports for key events in which the president, senior management and board members are attending.
• Perform other related duties incidental to the work described herein.

**Qualifications:**

Qualified candidates will have a BA/BS degree and at least five years of relevant experience preferably in either a non-profit or market research environment. The successful candidate will possess strong research skills using a variety of subscription and freely available online resources and have exceptional skills in data analysis and in the assessment of individual wealth. Excellent verbal, written and interpersonal communication skills, the ability to work in a team environment and interact successfully with all levels of WNET’s staff, volunteers and the public will be needed. Candidates must adhere to the APRA Code of Ethics.

**Application Instructions:**

Apply online at: [www.wnet.org/careers](http://www.wnet.org/careers).

Qualified candidates only; no phone calls please. Candidates selected for interview will be contacted.

**WNET IS AN EQUAL OPPORTUNITY EMPLOYER.**