



**Job Description**

<b>Post Title</b>	Campaign Research Assistant - 56294
<b>Organisation Advertising Description</b>	Development, Alumni and Business Engagement
<b>Grade &amp; Salary</b>	Band 400  Full time starting salary is normally in the range £19,581 to £20,939. With potential progression once in post to £25,509 a year.
<b>Duration of Post</b>	Permanent
<b>Full time/Part time</b>	Full Time

**Summary of Role**

Are you passionate about conducting research and utilizing data to help deliver charitable projects? Do you want to be part of the largest fundraising and volunteering campaign ever undertaken in the Midlands? We are now in the planning stages of our next campaign. Inspired by our founder, Joseph Chamberlain, it will aim to change lives locally and globally. It will be unique and ambitious and will place Birmingham as one of the leading fundraising and volunteering universities in the world.

We are looking to recruit a new Campaign Research Assistant to join our outstanding Research Team. The Campaign Research Assistant will focus on the identification of fundraising and volunteering prospects through desk-based research of online sources and database queries, and maintain the integrity of the alumni database. The post holder will also be expected to lend specialist support to projects through the development, analysis and communication of robust data-led intelligence. The Campaign Research Assistant will also work alongside our existing Campaign Data Team (DARO's lead data experts), and the wider DARO office.

Our University has a proud history of philanthropy stretching back to its foundation in 1900. With a clear vision to change the lives of the people of Birmingham, Joseph Chamberlain raised the funds required to build the University from citizens and corporations based locally and around the globe. Since then philanthropy has continued to play an important role in shaping the University. There have been a number of fundraising campaigns, including a £1m urgent capital appeal after the Second World War and a £1.4m campaign to fund the Vale 'student village' in the 1960s. In 2015 we closed the Circles of Influence Campaign, which raised £193 million, making it the largest HE fundraising campaign outside Oxbridge and London.

The University has global reach, including several partnerships with other leading universities around the world, and is grounded in its local community, having opened the first fully comprehensive University secondary school in the country in 2015. We are an ambitious and successful research-

intensive University (one of the top 100 research-led universities globally) and have produced 11 Nobel Prize winners, including three who received their awards in 2016. Academics here are exploring the impact of climate change, helping to prevent global health epidemics, and changing our understanding of Shakespeare. Our students come from nearly 150 countries and our flagship outreach programmes mean that almost 25% of our student population come from disadvantaged backgrounds, one of the highest proportions in the UK.

The Development and Alumni Relations Office (DARO) exists to support this academic and student community by engaging, inspiring, and celebrating alumni, individuals, and charitable funders who give their money, time, and networks to support the University's strategic priorities. The Office, which is comprised of 50 staff across five teams, is focused on fundraising and volunteering from alumni and individuals who are passionate about changing lives, through funding various research trials, supporting student bursaries, mentoring students, and providing internships.

## **Main Duties / Responsibilities**

Located within the DARO Campaigns & Local Partnerships team, the Campaign Research Assistant will assist primarily with research support and with the upkeep, maintenance, and development of Blackbaud CRM (DARO's principal CRM system for our supporters) and the collation of large datasets to support complex data analysis; and the carrying out of gift administration activities.

### **Research Support and Data Analysis**

- Supporting the DARO Research team to enrich the database and our knowledge of our current and potential supporters. This includes locating lost alumni, researching and identifying future fundraising and volunteering prospects by using database queries, undertaking desk-based research using a range of external resources (e.g. google, LinkedIn), and maintaining up-to-date records on key groups of target alumni and prospects/donors.
- Researching, acquiring and accurately inputting data into the database from a range of sources (including specialist software) to ensure the long-term 'health' of CRM data quality.
- Supporting the Research team with writing event briefings and producing profiles for fundraising purposes.
- Supporting the Research team to complete ad hoc research requests from DARO colleagues and University stakeholders.
- Providing technical query and export support for Communications, Engagement and Fundraising colleagues.
- Responsibility for upholding the principles of the Data Protection Act, GDPR and all relevant ICO guidance, including applying it effectively to all tasks required within the role.
- Participation in inter-departmental project and working groups around Prospect Research, Fundraising, Graduations, Celebrations, Data Migrations etc.
- Such other duties as may be required by the Head of Campaign Data & Insight or Research Strategy Partner.

### **Database Maintenance and Support**

- Verifying, validating and maintaining the integrity of data currently held by DARO through running internal data cleaning protocols, including the effective setup of new records for new audiences as they are recruited. This also includes sitting on data cleaning working groups and contributing to projects across the data team.
- Acting as the first point of contact for record management enquiries from alumni and supporters via email, telephone, mail, and occasionally in person, responding promptly and delivering an excellent level of customer service. This will include the triage of complaints in line with the DARO complaints procedure, responding where appropriate, escalating where necessary, and logging all incoming complaints/resolution steps taken.
- Supporting the Database Manager in the implementation of new systems, or changes to IT infrastructure, as required.

- Being part of a team that is responsible for providing technical support for Blackbaud CRM users across the Alumni Relations and Development Office as well as to other University users of Blackbaud CRM (for example, Business Engagement and Winterbourne House).
- Working alongside the wider Campaign Data Team to provide cover for data and gift administration tasks during peak times and when required. This may include facilitating certain areas of the gift administration process e.g. sending out acknowledge letters, producing gift receipts and maintaining files for Gift Aid donor declarations.

## **Person Specification**

### **Knowledge and experience**

- Significant and proven previous experience in a similar data/research support function.
- The post holder should have a good level of general education to at least A-level standard (or equivalent qualification).
- Experience of working in a large, complex organization.
- Excellent organisational skills, prioritisation of tasks for completion in order of importance, strong attention to detail, accuracy and the ability to schedule varied and competing workloads to meet deadlines.
- Knowledge of social media platforms including LinkedIn.
- Excellent IT skills, including competence with all aspects of MS Office and ideally fundraising or education based databases or similar CRM databases. Word and Excel at an intermediate level would be an advantage (as evidenced by qualifications/training certificates or demonstrable experience gained from within the workplace).
- The ability to work independently, accurately and to deadlines.

### **Communication & collaboration**

- Strong communication skills, both verbal and written.
- Able to interact effectively with alumni and supporters of the University.
- A high level of discretion is required when dealing with information of a confidential nature.
- Ability to work collaboratively with colleagues within DARO.

### **General**

- Good understanding of the UK HE sector.
- Strong sense of professional integrity.
- Ability to prioritise own workload under pressure.
- The ability to work effectively both in a team and independently.
- Personal confidence, independence and determination to succeed as an individual and as part of a team.
- Remain positive, adaptable and flexible when dealing with change and uncertainty.