

Role Description

Prospect Research Manager

POWERHOUSE

Cluster	Enterprise, Investment & Trade
Agency	Museum of Applied Arts and Sciences
Division/Branch/Unit	Campaign – Powerhouse Program
Location	All Powerhouse sites
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	225112
PCAT Code	3129183
Date of Approval	April 2020
Agency Website	Powerhouse.com.au

Agency overview

The Powerhouse Museum sits at the intersection of the arts, design, science, and technology. It plays a critical role in engaging communities with contemporary ideas and issues. Established in 1881, the museum includes the Powerhouse Museum Ultimo, Sydney Observatory, and Powerhouse Castle Hill and will expand to include the museum's new flagship - Powerhouse Parramatta. The Powerhouse is the custodian of over half a million objects of national and international significance and is considered one of Australia's finest and most diverse collections.

The Powerhouse is undertaking a landmark renewal program that includes the creation of Powerhouse Parramatta, the most significant cultural infrastructure project since the Sydney Opera House; the expansion of its storehouse in Castle Hill, which includes expanded storage and new research and public facilities and the renewal of the iconic Powerhouse Museum in Ultimo. Key to the renewal is the conservation and digitisation of over 380,000 objects from the museum's collection, providing new levels of access.

Primary purpose of the role

The Prospect Research Manager is responsible for providing strategic data-driven insights, analysis and reporting to support fundraising objectives for the Powerhouse Program which includes the Capital Campaigns for Powerhouse Parramatta and Powerhouse Ultimo. The role develops and implements strategies to enhance data and information and presents intelligence and analysis to inform program initiatives.

Key accountabilities

- Develop strategies to identify and investigate potential new prospects and perform prospect research to support fundraising objectives for the Powerhouse Program including maximising revenue potential.
- Establish, implement and refine research methods and processes and develop research resources to identify high-level donors, corporate sponsors, and supporters of exhibitions and programs to support the achievement of fundraising objectives.
- Develop and implement operational processes for the CRM database including data management strategies and processes, strategy development for securing and maintaining relationships with donors and sponsors.
- Provide high quality and accurate regular reporting of fundraising and research activities, including team pipeline and prospect pool analysis, to the Campaign team and senior management..

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- Create and maintain processes to track and manage key stakeholder data within the CRM system including key constituent data relating to capacity, affinity, propensity, key relationships, cultivation history and recognition to support fundraising planning and strategies.
- Provide specialist advice to the Campaign Department on stakeholder relationship management to drive and support high quality relationship strategies ensuring information is effectively and consistently communicated.
- Develop and build queries, segments, lists and data sets for to support relationship management initiatives and revenue growth objectives.
- Provide expert CRM advice to the Campaign Department and across the organisation to build capability in the effective use of the database for relationship management and revenue growth.

Key challenges

- Increasing the pool of potential donors and developing and implementing strategies to increase levels of support from new and existing donors while respecting existing relationships.
- Developing effective stakeholder management policies and procedures that reflect the values of the organisation and ensuring alignment to industry best-practice.
- Maintaining an active external presence in the field to promote the Museum’s activities and keeping abreast of the latest developments.

Key relationships

Who	Why
Internal	
Director, Campaign	<ul style="list-style-type: none"> • Receive overall guidance and provide regular updates on key projects, issues and priorities • Provide advice and contribute to decision making • Identify emerging issues/risks and their implications and propose solutions
Head of Major Gifts	<ul style="list-style-type: none"> • Receive direction, instruction, and guidance from as well as providing updates on work priorities, and issues; keep informed • Provide advice and contribute to decision making • Identify emerging issues/risks and their implications and propose solutions
Campaign Team	<ul style="list-style-type: none"> • Work collaboratively and in support to contribute to achieving team outcomes
External	
Stakeholders	<ul style="list-style-type: none"> • Provide project-related advice and updates; collaborate and liaise with in the resolution of project issues.
Vendors/Service Providers	<ul style="list-style-type: none"> • Engage with for the provision of necessary resources and services.

Role dimensions

Decision making

The Prospect Research Manager is responsible for providing strategic data-driven insights, analysis and reporting to support fundraising objectives for the Powerhouse Program. The role makes day to day decisions within established priorities and is fully accountable for the quality and integrity of information and advice provided.

The role defers to the Director Campaign on issues of a sensitive or political nature or those that require a higher level of financial delegation.

Reporting line

The role reports to the **Director, Campaign**.

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Appropriate tertiary qualification or relevant, equivalent professional experience in arts, communication, marketing or a related discipline.
- Demonstrated experience in prospect research with the ability to profile, map and match major donor prospects and the ability to develop strategies to achieve fundraising goals.
- Demonstrated experience managing a CRM system including data management, reporting and ensuring compliance with policies, standards and legislation.

Essential requirements

- None applicable.

Capabilities for the role

The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.



The capabilities are separated into **focus capabilities** and **complementary capabilities**.

Focus capabilities



Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 <p>Personal Attributes</p>	<p>Act with Integrity</p> <p>Be ethical and professional, and uphold and promote the public sector values</p>	<ul style="list-style-type: none"> • Model the highest standards of ethical and professional behaviour and reinforce their use • Represent the organisation in an honest, ethical and professional way and set an example for others to follow • Promote a culture of integrity and professionalism within the organisation and in dealings external to government • Monitor ethical practices, standards and systems and reinforce their use • Act promptly on reported breaches of legislation, policies and guidelines 	Advanced
 <p>Relationships</p>	<p>Communicate Effectively</p> <p>Communicate clearly, actively listen to others, and respond with understanding and respect</p>	<ul style="list-style-type: none"> • Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences 	Adept
	<p>Influence and Negotiate</p> <p>Gain consensus and commitment from others, and resolve issues and conflicts</p>	<ul style="list-style-type: none"> • Influence others with a fair and considered approach and present persuasive counter-arguments • Work towards mutually beneficial 'win-win' outcomes • Show sensitivity and understanding in resolving acute and complex conflicts and differences • Identify key stakeholders and gain their support in advance • Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise • Anticipate and minimise conflict within the organisation and with external stakeholders 	Advanced

FOCUS CAPABILITIES



Capability group/sets	Capability name	Behavioural indicators	Level
 <p>Results</p>	Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	<ul style="list-style-type: none"> Assess work outcomes and identify and share learnings to inform future actions Ensure that own actions and those of others are focused on achieving organisational outcomes Exercise delegations responsibly Understand and apply high standards of financial probity with public monies and other resources Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety Conduct and report on quality control audits Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks 	Adept
 <p>Business Enablers</p>	Technology Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> Identify opportunities to use a broad range of technologies to collaborate Monitor compliance with cyber security and the use of technology policies Identify ways to maximise the value of available technology to achieve business strategies and outcomes Monitor compliance with the organisation's records, information and knowledge management requirements 	Adept

Complementary capabilities



Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
 <p>Personal Attributes</p>	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 <p>Relationships</p>	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
	Work Collaboratively	Collaborate with others and value their contribution	Adept

COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
 Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Intermediate
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Project Management	Understand and apply effective planning, coordination and control methods	Adept