



# Careers at Western Advancement

Candidate Information Pack

Prospect Specialist

JOB 39521

June 2025





# The Position

The Prospect Specialist will strengthen the effectiveness and alignment of fundraising efforts by analyzing and guiding prospect portfolios. The role will ensure all portfolios contain the most likely prospects with the greatest capacity and that those prospects are actively moving through the prospect and donor engagement lifecycle.

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By conducting regular reviews of fundraiser assignments and overall portfolio analysis, the role will help maintain a balanced and optimized pipeline. Working within Advancement Operations, the role serves as both a portfolio strategist and data specialist, analyzing fundraising portfolios, providing insights to fundraisers, and supporting the integrity of prospect assignment practices across the division.

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Through data-driven insights and collaboration with fundraisers and fundraising teams, the role will support the consistent application of best practices to optimize fundraising activities, supporting a strong development pipeline and improved fundraising outcomes.



# Western Advancement

Across three departments—Alumni Relations, Development and Advancement Operations—Western Advancement works to build lasting connections between graduates and their alma mater, engage a growing community of donors and nurture opportunities for them to realize their personal, professional and philanthropic goals through the University.

By joining our dynamic, highly collaborative and diversely skilled team, you'll play a vital role in helping Western make a meaningful difference in the world as you amplify the University's impact today—and for generations to come.

## Vision

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To inspire lasting impact through meaningful philanthropy and lifelong connections.

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## Mission

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We believe in the transformative power of higher education and research. We advance Western's impact by building global connections that inspire philanthropy and lifelong community.

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## I-CARE

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At Western Advancement, our work is rooted in the unwavering values represented by I-CARE:

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**Integrity**



**Collaboration**



**Accountability**



**Respect**



**Excellence**





## About Our Team

With a growing team of over **100 staff members**, Western Advancement is an energetic, team-oriented and inspiring workplace committed to advancing Western's global impact.

Together, the Western Advancement team represents diverse backgrounds and a broad spectrum of skill sets. We recognize the valuable impact that this diversity, difference and mutual understanding have on strengthening our team and enriching the work we do every day.

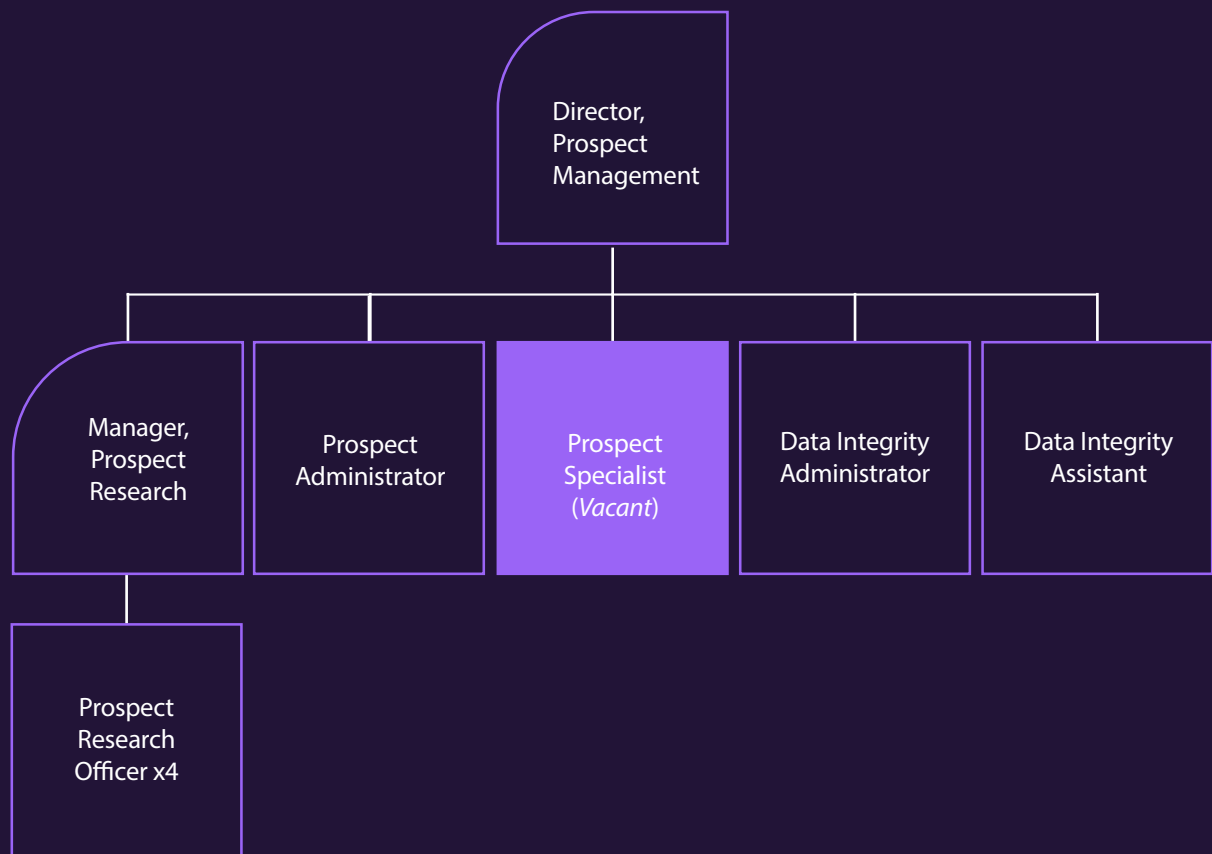
A values-driven division, Western Advancement puts people first. Through recognition initiatives, we remind our staff of the significant impact their contributions have on our collective success, while staff engagement committees spark their creativity and collaboration to shape the culture of our workplace.

If you're looking to grow your career in a place where your work is valued, your voice is heard and your impact is felt—Western Advancement is the place for you!



# Organizational Chart

## Prospect Management







## Key Accountabilities

- Provides ad hoc insights based on campus-introduced prospects (e.g., via events or referrals)
- Works with the Director, Prospect Management to create standard processes, templates and resources to enhance and ensure consistent and effective prospect management
- Contributes to the evaluation and progress of prospect pools and pipeline development
- Monitors, analyzes and reports on prospect data maintained within the system, including examination of solicitation cycles and related measures
- Conducts portfolio reviews for fundraisers across units, assessing portfolio composition against internal guidelines (e.g., number of assignments, balance of stages)
- Produces customized reports highlighting movement, gaps, and opportunities within portfolios
- Identifies prospects that may need to be removed, reassigned, or re-evaluated based on capacity or engagement level
- Collaborates with Advancement leaders to present findings and recommendations
- Maintains a working knowledge of BBCRM tools and dashboards, ensuring accuracy of underlying data
- Tracks progression of prospects across the fundraising lifecycle and identifies issues with prospects (e.g., lack of movement)
- Provides insight on prospect pipeline health and future potential
- Aligns portfolio analysis with known donor interests and strategic objectives
- Consults on assignment decisions (e.g., should a prospect be reassigned)
- Builds relationships with fundraisers to support adoption of portfolio recommendations
- Coordinates with Advancement Operations colleagues to ensure reporting tools reflect best practices
- Monitors trends in portfolio composition (e.g., growth areas, bottlenecks, prospect quality)
- Collaborates with Prospect Research Officers to ensure appropriate depth and context in assigned prospects





# Person Specification

## Professional Qualifications & Education

- Undergraduate degree of Library & Information Services, Data Analytics, or related field

## Experience

- 3 years
- Demonstrated experience in advancement, prospect development, or fundraising operations
- Experience in portfolio management and data analysis in a higher education or nonprofit context
- Experience preparing reports, running queries, and managing projects with competing timelines

## Knowledge, Skills, & Ability

- In-depth knowledge of prospect lifecycle frameworks, fundraising pipeline strategy, solicitation stages, and the alignment of prospect assignments with institutional advancement priorities
- Expertise in data interpretation, trend analysis, and the generation of actionable insights to evaluate portfolio health, performance indicators, and pipeline optimization
- Understanding of nonprofit or university advancement operations
- Ability to collaborate across internal and external boundaries to meet common objectives, improve outcomes and support work beyond one's own unit
- Ability to make decisions and recommendations that are clearly linked to the organization's strategy and goals
- Ability to communicate with technical staff, non-technical staff and demonstrate expertise related to data analysis
- Critical thinking and analytical skills to assess complex higher education issues of concern to stakeholders, including the media, the public, and prospective donors
- Competency to maintain confidentiality and treat sensitive information with discretion
- A desire to grow and advance skills, which is demonstrated by attending conferences, workshops and other professional developmental opportunities to enhance performance
- Proficiency in CRM systems (e.g., Blackbaud, Salesforce) and advanced computer skills in Microsoft Office Suite and other software as required to achieve the objectives of the role





## Terms and Conditions

### Location

1151 Richmond St, London, ON N6A 3K7

The work location for this role is in-person on campus

### Salary

Salary Grade 14: \$65,050- \$76,550

### Hours of Work

- This role is based on a standard 35 hour work week
- Western's core business hours are 8:30am - 4:30pm
- Western offers flexibility in hours of work, and through personal days and caregiving days. This enables staff to care for a sick child or an aging parent, attend medical appointments, or even tend to an important home repair

### Length of Appointment

Regular Full-Time

### Vacation Entitlement

In the first two years at the rate of 1.25 working days for each completed calendar month of continuous regular full-time employment (15 working days per year). Upon completion of two full years of continuous regular full-time employment, at the rate of 1.67 working days per month (20 working days per year). The University will designate up to a maximum of three additional days off during the end of year holiday period.

PMA Eligible members are also eligible for 2 Personal Days and 3 Caregiving days per calendar year to attend to urgent or critical health needs of their family members.

### Pension Eligibility

Western's pension plan is among the most valuable benefits of working at Western. Details are available on the University web pages. [Pension Plan →](#)

### Flexi Credits

Eligible members have \$2,000 in credits that may be allocated annually to a Health Care Spending Account and/or Professional Expense Reimbursement.



# Equity Diversity and Inclusion

## Western Values Diversity

The University invites applications from all qualified individuals. Western is committed to employment equity and diversity in the workplace and welcomes applications from women, members of racialized groups/visible minorities, Indigenous persons, persons with disabilities, persons of any sexual orientation, and persons of any gender identity or gender expression. Accommodations are available for applicants with disabilities throughout the recruitment process.

If you require accommodations for interviews or other meetings, please contact [Human Resources](#) or phone **519-661-2194**.

## Equity, Diversity, and Inclusion

Western's equity, diversity, inclusion and decolonization (EDID) approach aims to combat racism, discrimination and ableism in all their manifestations. We strive to cultivate a campus environment where all community members can fully engage in university life, learning, working, contributing, thriving and feeling safe. You can read more about our commitment to diversity at [edi.uwo.ca](https://edi.uwo.ca) →

Western's Vision for Equity, Diversity, Inclusion, Decolonization and Accessibility (EDIDA): Fostering safe, accessible and equitable places, spaces and experiences where every person belongs and feels empowered to achieve their full potential.

[edi.uwo.ca/strategic-plan](https://edi.uwo.ca/strategic-plan) →

## Indigenous Initiatives

Western is committed to increasing Indigenous voices and presence across all levels of work, study and research. The Office of Indigenous Initiatives plays a lead role in championing Indigenous strategic directions, building collaborative and community-engaged partnerships, and supporting campus partners in implementing Western's Indigenous Strategic Plan. To learn more about the office of Indigenous Initiatives please find more resources located here: [indigenous.uwo.ca](https://indigenous.uwo.ca) →



## How to Apply

To apply for this vacancy, please visit the Western Careers page at [recruit.uwo.ca](https://recruit.uwo.ca) →

Once there you can locate this role by searching for **Job ID # 39521**

There you will need to click 'Apply for Job' and register an account with the University's Careers application website.

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The closing date for this position is **July 7, 2025**.

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Please contact [ua.humanresources@uwo.ca](mailto:ua.humanresources@uwo.ca) if you have any queries about this position.

