

ASSISTANT VICE PRESIDENT, WEALTH ANALYTICS AND PROSPECT ORIGINATION POSITION GUIDE

ABOUT MARQUETTE

www.marquette.edu

Marquette University is a Catholic and Jesuit university located near the heart of downtown Milwaukee, Wisconsin, that offers a comprehensive range of majors in 11 nationally and internationally recognized colleges and schools. As of fall 2016, Marquette enrolled 11,294 undergraduate and graduate students hailing from nearly all U.S. states and 72 countries. A Marquette education offers students a virtually unlimited number of paths and destinations and prepares them for the world by asking them to think critically about it. Along the way, Marquette asks one thing of every student: Be The Difference.

Marquette's stated mission is "the search for truth, the discovery and sharing of knowledge, the fostering of personal and professional excellence, the promotion of a life of faith, and the development of leadership expressed in service to others. All this we pursue for the greater glory of God and the common benefit of the human community." Learn more about [Marquette's mission and guiding values](#).

Marquette is routinely listed among the country's top universities, renowned for academic rigor, innovation and the achievements of its community of scholars. Academics are guided by a belief that education should be a transformational experience. Through requirements in nine core areas of study, undergraduate majors and minors, and master's, doctoral and professional certificate programs, students are challenged to think critically about issues affecting their community and their world.

In addition to its academics, Marquette is well-known for its commitment to the community — whether it's in Milwaukee or around the world. So much so that the university was one of five universities selected for the 2016 Higher Education Civic Engagement Award by The Washington Center in Washington, D.C. Community service is not required at Marquette, but few students leave without leading through service in and with the community and they discover that the best way to make a difference is by taking action.

Marquette University's NCAA Division I Golden Eagles compete in the Big East athletic conference and round out another aspect of student life on campus. Men's sports include Basketball, Cross Country, Golf, Lacrosse, Soccer, Tennis, and Track and Field. Women compete in Basketball, Cross Country, Golf, Lacrosse, Soccer, Tennis, Track and Field, and Volleyball.

In 2013, Marquette completed a strategic plan [Beyond Boundaries](#) which will serve the institution through 2020. Marquette is currently in the private phase of a \$750 million comprehensive capital campaign which will raise support for capital improvements, programs, and endowment. In 2016, Marquette University Advancement raised \$87 million from individuals, foundations and corporations.



ASSISTANT VICE PRESIDENT, WEALTH ANALYTICS AND PROSPECT ORIGINATION

The Assistant Vice President will provide an innovative and strategic vision for the process of identifying, researching and qualifying the university's most promising prospects for significant financial support. The AVP will provide leadership, direction and expertise to develop and implement new programs to expand the prospect pool, strengthen fundraising gift tables at the highest level and enhance prospect and pipeline management to achieve campaign goals. Leading the Prospect Research team and working with teams throughout the division to build collaborative and trusting relationships will be paramount.

RESPONSIBILITIES

- Lead the prospect research team on the development of a strategic and operational plan for wealth analytics and pipeline development, in partnership with fundraising and information services teams.
- Oversee and direct wealth, prospect and pipeline analytics, peer screening, and predictive modeling. Evaluate and design analytic strategies and prospecting models to expand the pool of new or existing potential major gift donors.
- Develop and oversee a robust qualification program in collaboration with the Development AVPs. Measure and track progress to meet goals and ensure quality control.
- Work closely with Development AVPs and Campaign Director to enhance current prospect development program and incorporate portfolio and prospect management systems.
- Define needs and compile data and information to provide statistical models, forecasts, metrics and analyses to enable principal and major gift development officers to make informed business decisions, and manage donors and prospects from an individual or segment perspective.
- Develop policies, programs and systems to ensure an adequate number of potential major gift donors to achieve campaign goals in partnership with the Campaign Director.
- Lead on macro-level portfolio analyses for principal and major gift officers through managing prospect research and collaborating with Development AVPs to drive strong and active portfolios.
- Work closely with the Advancement Services AVP to ensure that the fundraising database facilitates a strategic, integrated program of prospect identification, research and donor management in support of the campaign.
- Utilize best practices, new technology and trends in all aspects of the work.



QUALIFICATIONS

The following qualifications are desired for the Assistant Vice President, Wealth Analytics and Prospect Origination:

- At least ten years of prospect research and data analysis experience, preferably in higher education. Past staff

management experience is ideal.

- A strong commitment to Marquette's mission and Catholic, Jesuit tradition.
- Experience with major fundraising database systems such as Blackbaud CRM or Raiser's Edge.
- Experience implementing results of electronic donor screening and segmenting initiatives.
- Familiarity with relational databases and ability to design reports from databases.
- Experience in utilizing standard statistical practices and tools such as SAS, excellent analytical and quantitative skills, including ability to manipulate, analyze, and interpret data and statistical models.
- Knowledge of current trends in fundraising, marketing and economics, including benchmarking and metrics.
- Exceptional deductive and inductive reasoning skills.
- Experience in predicting behavior using demographic and activity data.
- Advanced knowledge of MS Excel or relevant software for extracting, managing, manipulating, aggregating, analyzing, visualizing, and reporting data.
- Demonstrated ability in using data visualization software and tools, creating visualizations for presentations, etc.
- Demonstrated strategic planning experience and ability to lead effectively across an organization.
- Self-motivated with a strong orientation for customer service and the ability to explain sophisticated technical concepts to all levels of colleagues.
- Show a solid record of sound fiscal and organization management.
- Possess excellent written and oral communication skills, as well as superior interpersonal and organizational skills.
- A bachelor's degree from an accredited college or university is required; an advanced degree is preferred.

APPLICATION

To be considered for this opportunity, please send a letter of interest and resume to:

Daniel Fissinger

Consultant, Executive Search
daniel.fissinger@campbellcompany.com
Phone: (312) 506-0062



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Marquette University does not discriminate in any manner contrary to law or justice on the basis of race, color, gender, age, sexual orientation, religion, disability, veteran's status or national origin in its educational programs or activities, including employment and admissions. At the same time, Marquette cherishes its right and duty to seek and retain personnel who will make a positive contribution to its religious character, goals and mission in order to enhance the Catholic, Jesuit tradition.