



DIRECTOR OF PROSPECT MANAGEMENT AND RESEARCH

[PRATT INSTITUTE](#)

HYBRID LOCATION (NEW YORK, NEW JERSEY, CONNECTICUT)

The Pratt logo is the word 'Pratt' in a bold, yellow, sans-serif font.

The Aspen Leadership Group is proud to partner with Pratt Institute in the search for a Director of Prospect Management and Research.

The Director of Prospect Management and Research will oversee the identification and assessment of potential donors and the optimization of prospect pools to ensure the maximization of gift officer portfolios, resulting in a strong prospect pipeline. Working closely with the Interim Vice President, Executive Director, and leading the Prospect Management and Research team, the Director will be a key fundraising strategist who oversees the development, maintenance, and improvement of the research and prospect management program by employing fundraising knowledge combined with research and analytical techniques, to efficiently move prospects through the development cycle.

Pratt Institute is a top-ranked college with opportunities in art, design, architecture, liberal arts and sciences, and information studies that provides the creative leaders of tomorrow the knowledge and experience to make a better world. What began as a radical experiment to expand access to creative careers is now a community of 5,137 undergraduate and graduate students working across 48 programs with 1,200 dedicated faculty. The Institute's impact expands beyond its 25-acre residential campus in Brooklyn to cutting-edge facilities throughout the borough, a landmark building and public gallery in Manhattan, as well as an extension campus, PrattMWP College of Art and Design in Utica, New York. Since its founding in 1887, Pratt has prioritized diversity and inclusion—welcoming students from all walks of life while developing and sustaining pathways to more equitable workplaces and careers. Pratt provides a collaborative, interdisciplinary research and inquiry-based education that prepares students for success in creative fields and professional practice, with the goal of contributing to a fairer and more sustainable world. With a long-held commitment to the communities of New York, Pratt partners locally through the Pratt Center for Community Development to work for a more just city. The Institute also offers a variety of programs for local pre-college and continuing education students in the Center for Art, Design, and Community Engagement K-12 and the School of Continuing and Professional Studies. The value of a Pratt education is evident in its graduates' diverse and thriving careers, where their designs, art, work, and environments have reimaged our world. In over 75 countries across the globe, Pratt's 61,000 alumni are advancing the creative economy and making a positive impact.

The mission of Pratt Institute is to educate artists and creative professionals to be responsible contributors to society. Pratt seeks to instill aesthetic judgment, professional knowledge, collaborative skills, and technical expertise in all graduates. A Pratt education is firmly grounded in the liberal arts and sciences, and blends theory with creative application in preparing graduates to become leaders in their professions.

The Bachelor of Architecture program has been ranked in the top fifteen programs in the nation consistently since 2000 by *Architectural Record*. The Institute is ranked among the top 60 schools in the world to study design by *Bloomberg BusinessWeek* and a survey by *Business Insider* named Pratt as the sixth best school for design in the world.

REPORTING RELATIONSHIPS

The Director of Prospect Management and Research will report to the Executive Director of Advancement Operations, Tina Genoves-Cherena. The Director will supervise the Prospect Management and Research Team currently comprised of three staff.

FROM THE VICE PRESIDENT

I want to express our gratitude for your interest in joining Pratt as our next Director of Prospect Management and Research. Your ambition, dedication to philanthropy, and desire for a new career step align well with our institution's values and mission.

At Pratt, we take pride in our 135-year history of welcoming individuals for who they are and fostering a workplace culture committed to diversity, equity, and inclusion. We believe your energy and experience would be a valuable addition to our Institutional Advancement Team as we continue our comprehensive campaign and work towards creating a positive impact on our planet through arts, design, architecture, and information education.

With over 60,000 alumni globally and 5,000 current students actively creating and beautifying our world, Pratt has a rich legacy of excellence in higher education. Importantly, Pratt Institute is ranked #6 out of 240 US and international art and design colleges in the QS World University Rankings by Subject 2023, moving up from #7 last year. We are excited to learn more about your experience and interest in Pratt and look forward to connecting with you to exchange ideas and information.

Thank you again for considering a career at Pratt. We are eager to explore how your skillset and passion can contribute to our next chapter of success.

—Jessica Tallman, Interim Vice President for Institutional Advancement

PRATT INSTITUTE'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

At Pratt Institute, diversity is represented by a mosaic of individuals from a variety of races, ethnicities, religions, gender expressions, sexualities, geographic backgrounds, cultures, ages, abilities, and socioeconomic groups. As a leading college of art and design devoted to a creative learning community, Pratt recognizes the strength that stems from a diversity of perspectives, values, ideas, backgrounds, styles, approaches, experiences, and beliefs.

Pratt Institute aspires to be a campus that welcomes and encourages individuals of all backgrounds to contribute to its culture as their authentic selves. Pratt's [Office of Diversity, Equity and Inclusion](#) and [Center for Equity and Inclusion](#) work with partners across the Institute to create an equitable and inclusive environment. The Institute defines equity as fair treatment, access, opportunity, and advancement for every student, staff, and faculty member while defining inclusion as the active involvement, engagement, and empowerment of each individual in its community.

PRIMARY RESPONSIBILITIES

The Director of Prospect Management and Research will

- oversee strategies for identifying and rating the capacity of potential prospects, including analyzing hard and soft financial data in the context of gift capacity;
- actively identify new major gift and planned giving prospects through data mining techniques, push technology, demographic, and other searches;
- collaborate with the President, Interim Vice President, Executive Director, and others as needed to optimize prospect management efforts;
- provide the Alumni Engagement team research information on major gift prospects and suspects for their signature and chapter events;
- work closely with the Fundraisers and Development Events team to develop solicitation strategies;
- lead data analysis efforts and implement a plan for identifying new and emerging prospects specific to the Institute's current and future fundraising goals and priorities;
- ensure proper system and data maintenance are in place to support the fundraising efforts of Institutional Advancement;
- provide effective leadership of the Prospect Management and Research team to help ensure successful fundraising efforts;
- develop, implement, and maintain a prospect management program that ensures maximum function of major gift officer portfolios;
- ensure that all research requests are completed accurately and in a timely manner;
- assist with the preparation of briefing reports for the President, Vice President, senior leaders, and gift officers;
- ensure that fundraisers are informed and alerted regarding new information about the gift capacity and funding interests of top prospects and potential prospects;
- provide training to fundraisers and support staff on the prospect tracking system, proposal tracking system, and contact report guidelines;
- oversee data integrity efforts for prospect information stored in Raiser's Edge, the fundraising database of record;
- collaborate with the Advancement Operations team to streamline database processes, procedures, and best practices;
- coordinate with colleagues across campus to ensure data synchronization related to parent records;
- manage sensitive information and adhere to confidentiality policies regarding privacy of database information;
- monitor news and publicly available financial information on major gift prospects and suspects from SEC filings, professional publications, and press;
- remain informed of central issues in the development profession;
- maintain professional standards of research and conduct in a manner that is ethical and sensitive to the needs of donors, development staff members, and Pratt Institute;
- participate in on-going professional development activities to maintain and enhance skills and abilities, and stay abreast of current prospect management trends and research techniques; and
- provide support for other Institutional Advancement functions and activities as needed.

LEADERSHIP

Tina Genoves-Cherena

Executive Director of Advancement Operations

Tina Genoves-Cherena joined Pratt in 2019 and currently oversees the Operations team for Institutional Advancement. This includes administration, finance, information management, compliance/legal, donor relations, human resources, prospect management, research, and campaign strategy. Genoves-Cherena brings a strong background in both academic and nonprofit administration; her ability to foster and mentor development operations team members and refine strong, beneficial partnerships with internal and external partners have been key to her professional success at Pratt. Genoves-Cherena's broad development experience is coupled with her B.A. and M.A. in Education. She holds several certifications, including PMP (Project Management Institute), Data Security and Privacy Policy–Cybersecurity (Cornell University), and D.E.I. Allyship (Pratt Institute), among others.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Pratt Institute seeks a Director of Prospect Management and Research with

- a commitment to the mission of Pratt Institute—to provide a rigorous, student-centered education that emphasizes risk-taking and exploration, graduating diverse artists and professionals who use their expertise with insight, enriching culture and the world;
- a deep understanding of electronic databases (e.g. Lexis Nexis, iWave, Foundation Search) and prospect research and management methods needed to enable major gift fundraising;
- fluency with Raiser's Edge;
- an ability to perform in-depth research using a wide variety of sources, both hard copy and electronic;
- an understanding of basic financial principles and knowledge of industry publications and business trends;
- an ability to problem-solve, using investigative research and analytical skills to implement creative solutions;
- experience with wealth screening, feasibility analysis, and campaign prospecting;
- experience in data mining, report creation, and moves management policies and procedures;
- an ability to oversee data integrity and to coordinate systems that improve efficiency;
- an ability to perform duties in a quality service manner, effectively prioritize a large number of project and research requests, manage multiple tasks simultaneously, and work as a member of a team;
- strong analytical and strategic thinking skills with a high level of attention to detail;
- excellent research, writing, organizational, and interpersonal communication skills; and
- an ability to work independently, complete priority projects under deadline, and make carefully considered decisions with limited supervision.

Pratt Institute will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least five years of higher education prospect research and portfolio management experience with at least two years of experience supervising staff is preferred.

SALARY AND BENEFITS

The salary for this position is \$114,500 annually. Pratt Institute offers a comprehensive [package of benefits](#).

LOCATION

Pratt Institute is in the Brooklyn Borough of New York City. The Institute works under a hybrid model. The Director of Prospect Management and Research is expected to be on campus once a week as well as for special events and additional meetings as necessary. Preference will be given to candidates living in the tri-state area, New York, New Jersey, and Connecticut.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Pratt Institute as well as the responsibilities and qualifications presented in the prospectus.*** Preference will be given to applications received by June 6, 2023.

To apply for this position, visit: [Director of Prospect Management and Research, Pratt Institute](#).

To nominate a candidate, please contact Eric Rosario, ericrosario@aspenleadershipgroup.com.

All inquiries will be held in confidence.