

**ASSOCIATE DIRECTOR,  
PROSPECT RESEARCH &  
MARKET INTELLIGENCE**

**SickKids<sup>®</sup>**  
FOUNDATION



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### FOR MORE INFORMATION

This is a unique leadership opportunity, and KCI is delighted to support SickKids Foundation with this important search. To explore this exciting opportunity, please contact **Tara George, Partner / Lead, KCI Search + Talent** by email at: [SickKids@kcitalent.com](mailto:SickKids@kcitalent.com). All enquiries will be kept in strict confidence.

**Candidates who wish to apply for this position should ensure that a resume and letter of interest are sent to the above email address no later than January 28, 2021.**

*SickKids Foundation is committed to fostering an inclusive, accessible environment, where all individuals feel valued, respected, and supported. Read our Diversity & Inclusion Commitment Statement [here](#). Candidates requiring accommodation during the recruitment process are asked to please contact the Human Resources Department.*

*In terms of work location, we would prefer a candidate who is able to work from our University Avenue offices in Toronto, but are open to candidates who work remotely from the surrounding regions providing they come into the office for meetings and teamwork as required.*

*The salary range for this position is approximately \$95,000 through \$142,000.*





## Associate Director, Prospect Research & Market Intelligence

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### THE OPPORTUNITY

The Associate Director, Prospect Research & Market Intelligence will be responsible for leading the Foundation's Prospect Research Services team which transforms information and data into useful, relevant insights to support our fundraising strategy and teams. This role reports to the Director, Business Intelligence & Head of Data Science, and is responsible for leading, mentoring, and managing a team of three Senior Prospect Research Specialists.

The Associate Director will develop and implement an integrated, progressive prospect management system that integrates traditional prospect identification and research techniques with data analytics, business intelligence, and emerging trends and technology. The Associate Director will lead the prospect flow and management process, including prospect identification and prospect clearance, and will contribute significantly to prospect strategy discussions. A recent prospect flow process has been developed and will need to be monitored and tweaked for efficiency, effectiveness, and innovation.



The Associate Director, Prospect Research & Market Intelligence will work closely with the Foundation's senior fundraisers, including the CEO, President, VP Campaign, VP Major Gifts, SVP Corporate & Community Partnerships, and VP Corporate, and their respective teams and senior volunteers. The Associate Director will review the existing processes and output with an eye to improving proactive prospect identification, as well as reactive responsiveness. This may require working with the team(s) to modify processes, outputs, and approaches to work. In essence, the Associate Director will serve as the bridge between the fundraising teams and the data science teams, helping each to identify opportunities to enhance one another's work for the benefit of the team, and ultimately the people we serve.

The successful candidate will bring a strong understanding of philanthropic giving and donor engagement principles, along with deep experience in traditional and emerging prospect identification and management processes. To enhance output of the Prospect Research Services team, experience in the use of data, analytics, business intelligence and emerging technology trends would be beneficial.

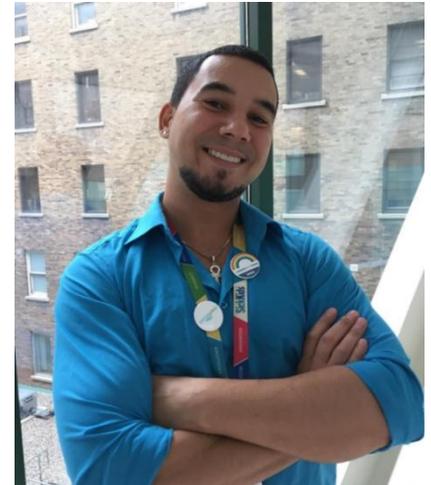


## ABOUT SICKKIDS FOUNDATION

SickKids Foundation leads the fight for The Hospital for Sick Children (SickKids), one of the world's foremost paediatric health-care institutions. Founded in 1972, SickKids Foundation is the largest charitable funder of child health research, learning, and care in Canada. As a national charity, SickKids Foundation also invests in national and international initiatives to benefit children in Canada and around the world.

Philanthropy is a critical source of funding for SickKids. Thanks to the generosity of the community, and as a result of a record-breaking year in fundraising, SickKids Foundation generated an unprecedented \$190 million for the fiscal year ending March 31, 2020. We achieve that by not being ordinary in anything we do.

*SickKids Foundation has received the distinction of the highest level of Accreditation from Imagine Canada's Standards Program.*



### Additional Links

- SickKids Foundation website: [sickkidsfoundation.com](https://sickkidsfoundation.com)
- *Undeniable* Video: <https://youtu.be/vrgkEg-YajE>
- News & Media Stories: <https://www.sickkidsfoundation.com/aboutus/newsandmedia>
- Foundation Governance & Staff: <https://www.sickkidsfoundation.com/aboutus/governanceandstaff>
- Foundation Annual Report: <https://web.sickkidsfoundation.com/annual-report-2019/>
- Foundation Financials: <http://web.sickkidsfoundation.com/FoundationAuditorsFinancials.pdf>
- Foundation Accountability: <https://www.sickkidsfoundation.com/aboutus/ouraccountability>
- SickKids Hospital website: <https://www.sickkids.ca/>
- SickKids Hospital Strategy: <https://www.sickkids.ca/AboutSickKids/strategy-performance/index.html>

## SICKKIDS FOUNDATION DIVERSITY & INCLUSION COMMITMENT STATEMENT

To demonstrate our dedication to advancing diversity and inclusion at the Foundation, we are making the following commitment statement public:

**THE GENEROUS SPIRIT** - To solve the greatest challenges in child health, first we must invest in each other. We lead with humanity. We strive to create an inclusive culture where expressing our authentic selves is not just safe but celebrated. Where it's a reflex to amplify the best in each other—our unique skill sets, viewpoints, and experiences—because everyone has inherent value and we understand that diversity spurs innovation, strengthens teams, and drives results. To get there, we're taking concrete steps: applying a diversity and inclusion lens to all our policies, practices, and behaviours, making changes where needed to lower barriers; building skills, knowledge and awareness of diversity and inclusion across the Foundation and with external stakeholders; and fostering a safe, accessible, and positive working environment. Though we are all different, we are united by the same fierce commitment to our Mission and a shared belief that we can advance faster, and be more engaged in the pursuit, if we foster a greater sense of belonging.

## KEY RESPONSIBILITIES & ACCOUNTABILITIES

*In this exciting leadership role, the Associate Director, Prospect Research & Market Intelligence will:*

- Assume primary responsibility for the prospect identification and prospect management processes at SickKids Foundation, taking ownership for how data and information is collected and utilized to support prospect strategy.
- Lead collaborative prospect strategy discussions with business leaders at all levels of the Foundation to create and execute on a long-term vision for a best-in-class prospect identification and prospect management system.
- Collaborate with Fundraising team leadership and with Business Intelligence & Information Technology (BIIT) leadership on the design of a world-class donor intelligence architecture.
- Ensure that the Prospect Research Services team is providing excellent internal customer service to support the fundraising teams across the organization.
- Lead discussions across the organization to develop a new set of Key Performance Indicators for prospect research, which will be used to benchmark performance of the Research group in relation to prospect identification and prospect management.
- Lead the design and implementation of workflows and reporting strategies to meet the needs of fundraising teams with respect to prospect management and prospect identification.
- Support, coach and provide guidance to the Prospect Research Services team to help each person to deliver their best work, grow their skills, and ensure optimal execution of all research related activities.
- Model respect, follow-through, and effective communication to promote trust and collaboration across teams.
- Work with BIIT colleagues to identify opportunities for augmenting or enhancing the current prospect research skillset, including partnering with stakeholders to explore the use of advanced analytics such as Machine Learning, Artificial Intelligence and Natural Language Processing.
- Identify external vendors and consultants who can provide additional support to help enrich research output and prospect identification and research effectiveness and efficiency.

## THE IDEAL CANDIDATE

### Essential Competencies

- Significant experience in Prospect Research in a philanthropic environment.
- Previous experience leading or contributing to an effective prospect identification and prospect management system within a complex charitable organization with a strong major gift program.
- Proven experience turning data and information to into actionable insights that inform donor strategy.
- Strong understanding of traditional and emerging sources of information for identifying and qualifying potential individual donors, corporate partners, and foundation investors.



- Exceptional project management skills, strong detail-orientation, and impeccable follow-through.
- Experience executing and/or contributing to organization-wide change-management initiatives.
- Experience in engaging with Senior Executives, and skilled at tailoring communication for different audiences.
- Strong facility with data systems and CRMs, ideally with Blackbaud CRM.
- Outstanding communication skills: exceptional listener who is able to translate between technical-speak and fundraising-speak, and to speak and write in plain language.
- Effective interpersonal skills and an ability to building collaborative, trusting, respectful relationships.
- Results-orientation, a high level of motivation and initiative, and a strong sense of urgency.
- Adaptability, resourcefulness, and the ability to manage multiple priorities in a fast paced, dynamic environment.
- Committed to advancing diversity, inclusion, and a sense of belonging by leading with humanity, celebrating people for their authentic selves, and amplify the best in others.
- A university degree in a related discipline, plus evidence of ongoing professional learning.

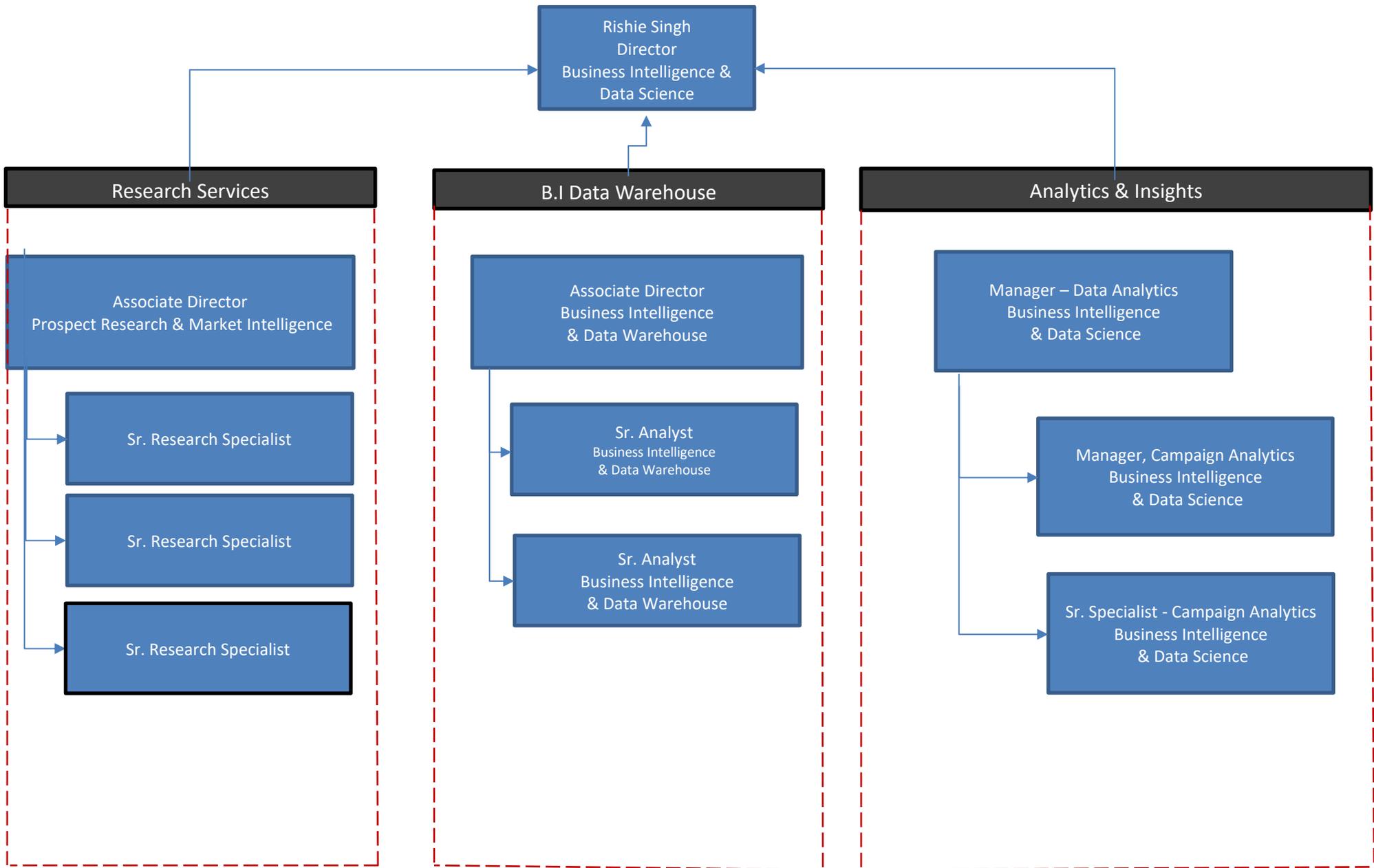
### **Nice-to-have Skills**

*These are considered an asset but are not essential. We can help you grow your skills in these areas if you don't have experience!*

- Experience working with databases (SQL or Oracle) and familiarity with statistics, predictive analytics, natural language processing, database architecture, database design, and API's.
- Experience designing and using reporting and visualizations applications such as Power BI, Tableau, or SRSS to turn data into actionable insights detail.



# ORGANIZATIONAL CHART – SICKKIDS FOUNDATION BUSINESS INTELLIGENCE & SCIENCE DATA TEAM



## LEADERSHIP BIOGRAPHY

### **Rishie Singh** **Head of Business Intelligence & Data Analytics**

Rishie is a seasoned analytics leader having worked for a variety of large companies spanning various industries such as Retail, Banking, Telecommunications and Non-Profit over the last 18 years. Rishie has had extensive experience with turning data into strategic and actionable insight to help drive growth in the areas of Marketing, Brand and Customer Experience.

Prior to joining SickKids in 2017, Rishie worked with Rogers Communications as Director of Data Mining & Strategy. Earlier, he served in the role of Director, Advanced Analytics & Tools. Rishie has also worked in various analytics roles with JP Morgan Chase & Co, Staples Canada, and CIBC. He began his career work in CRM and database marketing for Hudson's Bay Company.



“I came to work at SickKids because I felt the overwhelming desire to work for an organization who is making a positive difference in the lives of its community. I wanted to use my skills and talents to help others and leave behind a legacy that I could be proud of. SickKids represented an opportunity to contribute to a world-class, innovative organization while at the same time helping children and their families. It truly is the best of both worlds. We have an amazing team here, and I feel so grateful to be a part of it.”

Rishie graduated with a Master of Management Analytics from Queens University. He also holds a Bachelor of Commerce specializing in Information Technology Management from Ryerson University, and a Bachelor of Arts in Economics from the University of Toronto.

