

SENIOR PROSPECT RESEARCH MANAGER

Duration: Permanent

Salary: **Circa £49,000 per annum**

Job Level: Level 3

Hours: 35 hours per week. Other flexible arrangements will be considered.

Disclosure: Basic. This role involved no direct or indirect contact with children.

Reporting to: Head of Partnerships, Research and Assurance

Team: Influence and Impact Directorate

Location: Woking from home and 1 Westfield Avenue, Stratford, London, E20 1HZ

ABOUT THE TEAM

This role sits within the Partnerships Research Team, part of Programme Impact and Partnership Assurance (PIPA), which in turn forms part of the Influence and Impact Directorate.

The Partnerships Research Team encompasses UNICEF UK's Prospect Research and Due Diligence functions, delivering sector-leading insight and analysis primarily to UNICEF UK's high-value fundraising streams: Philanthropy, Corporate, and Foundations. The wider Influence and Impact Directorate also includes UNICEF UK's Programmes, Safeguarding, Youth Voice, Sports, and our Scotland team.

ABOUT THE ROLE

Working with one direct report (the Prospect Research Manager), this post – together with the Head of Partnerships Research and Assurance – is responsible for leading UNICEF UK's Prospect Research function. The aim is to ensure it operates as a proactive, dynamic, and collaborative team that empowers high-value fundraising teams to achieve the Philanthropy and Partnerships Directorate (P&P) income targets. The role fosters a culture that embraces challenges, troubleshoots issues, and implements effective solutions.

What we will expect you to achieve

- **Strategy:** In collaboration with the Head of Partnerships Research and the P&P teams, design and implement data-driven prospecting strategies to achieve ambitious fundraising targets and deliver on team KPIs
- **Leadership:** Line manage the Prospect Research Manager, including holding quality one-to-ones, clear objective setting, and a professional development plan. Oversee workflow allocation and monitor progress to maintain efficiency and success measures
- **Research and Analysis:** Deliver accurate and insightful prospect research, including research profiles, network maps, and gift capacity estimates to identify prospective and existing donors.
- **Prospect Management & Data Insights:** Collaborate with our CRM Business Analysts to produce reports and deliver actionable insights on pipeline health and fundraising performance. This includes conducting regular reviews with

fundraisers to monitor progress and evaluate the overall strength of their pipeline.

- Together with the Head of Partnerships Research, chair meetings with P&P colleagues to review priority projects, ensuring progress and accountability
- **Compliance:** Ensure all prospect research activities comply with the UK GDPR and Data Protection Act 2018, as well as UNICEF UK's internal policies and retention schedules.
- **Relationship building:** Develop and maintain strong relationships across the wider UNICEF family, including P&P and PIPA Directorates, to support prospect research.
- Deliver research training and coaching to colleagues across the organisation as required.
- **Research tools & Subscriptions:** Together with the Head of Partnerships Research, provide guidance on the tools needed to deliver the prospect research strategy efficiently and cost-effectively
- **Leverage emerging technologies:** including AI-driven tools, to enhance prospect research processes, improve data analysis, and support innovative fundraising practices.

PERSON SPECIFICATION

This section details the skills, behaviours and experience required for the role. All criteria in the Person Specification are essential.

Effective Behaviours

Communication

- Deliver clear, persuasive research outputs and complex information in varied formats.
- Build strong relationships with fundraisers and stakeholders through excellent written and verbal communication.

Leadership

- Translate strategic direction into actionable medium- and long-term plans.
- Anticipate and resolve resource or priority conflicts proactively.

Efficiency & Effectiveness

- Manage competing priorities to meet deadlines.
- Plan projects for maximum impact and cost-effectiveness; evaluate and adapt strategies for best results.

Collaboration

- Share expertise and consult widely for optimal outcomes.
- Value diversity and draw on varied perspectives and skills.

Results Focused

- Prioritise work with greatest impact; review outcomes to improve performance.
- Simplify complexity, act decisively, and respond to opportunities
- Consistently deliver on agreed Key Performance Indicators (KPIs) by monitoring progress, analysing performance data, and implementing strategies to achieve and exceed targets within set timelines.

Relevant Experience

- Extensive experience in prospect research management and high value enabling functions
- Proven experience in planning, coordinating, and delivering complex projects on time, managing multiple stakeholders and ensuring successful outcomes
- Strong understanding of not-for-profit prospect research principles and the high value fundraising landscape

Knowledge & Skills

- Expertise in prospect identification, capacity assessment, and affinity analysis.
- Proficient in using data to identify trends, perform analysis, and generate actionable insights
- In-depth knowledge of GDPR, Data Protection Act 2018, and PECR compliance in research.
- Ability to design basic reports and dashboards; familiarity with CRM systems.
- Knowledge of Power BI or Tableau desirable.