

PROSPECT RESEARCH MANAGER

Duration: Permanent
Salary: Circa £43,000 per annum
Job Level: Level 4
Hours: 35 hours per week. Other flexible arrangements will be considered
Disclosure Level: Basic
Reports to: Senior Prospect Research Manager
Team: Partnership Research & Assurance
Location: Working from home and at 1 Westfield Avenue, Stratford, London, E20 1HZ

ABOUT THE TEAM

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

The Partnership Research and Assurance 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 Foundation Partnerships. The wider Influence and Impact Directorate also includes UNICEF UK's Programmes, Safeguarding, Youth Voice, Sports, and Scotland teams.

ABOUT THE ROLE

Working alongside the Senior Prospect Research Manager and the Head of Partnerships Research, this role is responsible for helping UNICEF UK's Prospect Research team to operate as a proactive, dynamic, and collaborative function that empowers high value fundraising teams to deliver ambitious income targets for children. 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 Prospect Research and High Value Fundraising teams, deliver our prospecting strategy to achieve fundraising targets and deliver on team KPIs.
- **Prospecting:** Identify and build tailored cold and warm prospect pools for key organisational priorities, using research insights to suggest suitable engagement pathways. Ensure all new prospects are recorded on the supporter database in a timely and consistent manner.
- **Data mining:** Oversee the regular review of the supporter database to identify potential major donor prospects.
- **Research and analysis:** Produce high quality, insight-led prospect research, including profiles, network maps, and gift capacity assessments, drawing on a wide range of research tools and methodologies. Keep up to date on research trends and identify ways to improve prospect research and donor insight at UNICEF UK.

- **Due diligence:** Working closely with the Senior Risk & Research Manager to deliver accurate, risk-based screening profiles on key organisations and individuals, and to develop an expert understanding of UNICEF UK's risk criteria across different types of engagement.
- **Process efficiency:** Streamline and maintain effective processes and systems that support high quality prospect research and portfolio management, and develop and update training manuals as required.
- **Prospect management and data insights:** Working with the Senior Prospect Research Manager to conduct regular caseload reviews with fundraisers to monitor progress and evaluate the overall strength of their pipeline.
- **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.
- **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

- Creates research outputs and conveys complex ideas in a compelling manner, using a variety of methods to ensure that relationship managers act on the information provided to move relationships forward.
- Demonstrates strong communication skills, both written and verbal, and develops and manages relationships with fundraisers and other stakeholders.

Decision making

- Makes decisions with agreed parameters and is accountable for own actions.

Efficiency and effectiveness

- Manages conflicting priorities to ensure that objectives are achieved and deadlines met.
- Systematically plans projects to maximise performance and cost-effectiveness.
- Evaluates work, learns from results and adjusts strategies to provide the best results for children.

Analytical

- Analyses available information to make logical and sound judgments.
- Questions assumptions and seeks further insight to inform decision making.

Collaboration

- Consults others and shares expertise, know-how and ideas with colleagues for best results.

- Values diversity, respecting and drawing on colleagues' different perspectives, skills, experience and knowledge.

Relevant Experience

- Proven experience of prospect research, and its application in high value fundraising best practice, within a charity or equivalent organisation.
- Demonstrable experience in supporting fundraising teams manage relationships and a high value prospect pipeline, by using prospect research to contribute to fundraising objectives.
- Confident using a variety of research resources, including the supporter database and subscription sources, to translate information into actionable insights for a range of stakeholders.

Specific Knowledge

- Knowledge of GDPR and how it affects prospect research and high value fundraising.