



Job Description and Person Specification

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by ActionAid from time to time. Employees are expected to be flexible in their work in order to deliver the objectives of the organisation.

Job title	Prospect Research Officer
Contract type	Full time permanent
Grade/starting salary	Grade 4/£30,886 - £33,066 + pension and benefits
Reporting to	Research and Information Manager
Direct reports	None

Context

Are you passionate about making a real difference?

As part of the global ActionAid family, we are helping to build a fair and just world where everyone can claim their rights. To achieve this we work with local people in more than 45 countries to fight hunger and disease, seek justice and education for women, hold companies and governments to account and help communities cope with emergencies.

In the UK our role is to raise funds to carry out programme work internationally, to motivate and engage our supporters and the general public and to campaign for change. We are a value driven, forward thinking organisation, focused on achieving long-term change through supporting our partners to make a sustainable difference.

Purpose of the Role

Drive increased income for the Philanthropy and Partnerships team through the provision of strategically aligned prospect research to enable the team to maximise their engagement with donors and prospects effectively. The Philanthropy and Partnerships team focuses on fundraising from high net worth individuals, charitable trusts and foundations, and company donors. This role will identify opportunities and links plus deliver a robust and dynamic pipeline of prospects and high quality research, while providing key donor insight on how to approach and develop new business opportunities.

Key tasks and responsibilities

- 1) Expand and refresh the prospect pool and identify new prospects to target**
 - Develop the Philanthropy and Partnerships Team prospect pool by identifying and researching prospects, analysing the prospect's capacity, propensity and connection to ActionAid, and track donors on the donor pipeline.
 - Complete extensive network mapping projects on current donors, key contacts, and top prospects.
 - Manage specific prospecting projects from inception to completion for the team.
- 2) Complete insightful research and provide donor managers information on prospective and current high value donors**
 - Using a range of sources, complete detailed research on current and prospective high value donors, including; high net worth individuals, charitable trusts and foundations and companies, to allow for more efficient account management and cultivation.

- Prepare detailed research profiles as needed and prepare briefings in advance of identified meetings and events. Provide reactive support as requested by members of the Major Gifts Team, senior management team, chief executive and trustees.
- Track current supporters, looking at movements of wealth, mergers & acquisitions etc, through the press and other sources.

3) Maintain the Prospect Management System and implement the Philanthropy & Partnerships Team Prospect Strategy

- Contribute to the prospect management system and reporting function across the high value fundraising teams.
- Maintain and further develop the Prospect Management System to ensure effective identification, research, qualification and allocation of prospects for management, specifically to:
 - Continue to develop and put into operation rating systems for segmenting, identifying and targeting of donors by factors such as wealth and warmth
 - Maintain the prospect pipeline system to track prospects through stages of cultivation and oversee moves management for the team
- Work with the Middle Donor Manager, Supporter Marketing, Data and Insight and Special Events teams to make sure we have access to prospects when needed for event invites and mailings.

4) Ensure best use of the Raiser's Edge Database within Philanthropy & Partnerships

- Keep Raiser's Edge records updated with current research and prospect ratings
- Ensure team are making best use of Raiser's Edge through improving RE guidelines and ways of storing information on RE, and being an advocate for its use across the division.
- Strategically segmenting donors through running queries to identify groups of donors to enable targeted fundraising asks to the right donors at the right time.
- Ensure all research is data-protection compliant.

Person Specification

Knowledge and Experience	
<i>Essential</i>	<i>Desirable</i>
Understanding of major gift fundraising and a solid knowledge of prospect research including the importance it plays in fundraising	Understanding of data-protection legislation and how it impacts research
Experienced and highly competent researcher in a professional fundraising capacity	A good understanding of international development programmes
A proven track record of completing high quality research quickly and accurately using a variety of research resources (on-line systems, specialist publications and informal networks).	Understanding of current trends in major giving and philanthropy, e.g. Venture Philanthropy
Proven experience of, and in-depth knowledge, of Raiser's Edge or a similar database	Experience of working within an international development organisation
Proven ability to prioritise and manage a varied workload, taking initiative and often working to conflicting deadlines.	Experience of analysing trends and numerical data
Sensitivity and discretion in dealing with confidential information.	
Commitment to equal opportunities and to ActionAid's mission, vision and values,	

especially in regards to Women's Rights	
Skills and Abilities	
Excellent verbal and written communication skills	
Strategic thinker with proven analytical and planning skills	
Highly accurate with a strong attention to detail	
Effective communicator who can build positive working relationships with colleagues, other teams, senior staff and external suppliers	