



Prospect Researcher

Grade	C
Type of contract	Permanent
Directorate	Partnerships, Fundraising
Team	Major Gifts
Reports to	Senior Major Giving Officer
Location	Likely to be hybrid mix of homeworking and time in Stratford office in London
Salary	£34,500 pa including London weighting
Hours	35hrs p/w

Purpose of the job

The Prospect Researcher will join a dynamic team, contributing over £1m to Mind's fundraising income, with ambitions to grow. You will play an important part in building philanthropy at Mind and securing funding for Mind's 2021-2024 Strategy, providing life-changing mental health support to millions of people.

The Prospect Researcher will work closely with fundraisers and the Special Events Officer in the Major Giving team to build, replenish and monitor a pipeline of prospects. You will identify and qualify new prospects and provide research to support fundraisers to make informed decisions to engage, cultivate and solicit gifts from prospects and peer to peer networks.

You will provide insights into new areas of prospecting to continually replenish the prospect pipeline with high capacity prospects in order to meet current and future income targets. You will implement a Prospect Research Strategy aligned to Mind's strategic areas. You will also work collaboratively with other teams and stakeholders at Mind to ensure we are maximising cross-working opportunities.

About Mind and the team

We're Mind, the mental health charity. We won't give up until everyone experiencing a mental health problem gets the support and respect they deserve. We provide advice and support to empower anybody experiencing a mental health problem and we campaign to improve services, raise awareness and promote understanding.



Philanthropy is part of the Partnerships team, responsible for generating c£13 million per year from major donors, trusts and foundations, statutory and corporate sectors. In 2020, we launched an Emergency appeal in response to Covid-19, which raised £23m mitigating the loss of income from Mind's Retail shops and cancellation of mass Fundraising Events. As a result, there are exciting opportunities and challenges ahead to protect against the impact of Covid in this fast moving environment. The wider Fundraising department includes Public Fundraising, Data and Supporter Relations and Workplace Wellbeing. As a whole, we raised £65m for Mind's work.

Mind employs over 400 staff and we have a team of volunteers. Most staff are based in the main office in Stratford, London, there is also an office in Cardiff and a number of dispersed staff working across England and Wales.

Mind aims to ensure that the needs and interests of mental health service users, women, black and minority ethnic communities, disabled people, lesbians, gay men, bisexuals, transgender and people of all ages are reflected in all its activities. You are expected to contribute to this aim.

Key responsibilities

1. Develop and maintain a prospect pipeline providing Major Giving fundraisers with the required number and level of prospects to meet team's objectives and financial targets by using different tools to support you, including gift table.
2. Produce insightful, high-quality research on current and prospective donors using financial, biographical, corporate and philanthropic information from a wide variety of trusted sources and in line with GDPR. Complete research requests within specified timeframe and tailor findings for variety of purposes and audiences.
3. Develop, review and regularly monitor prospecting strategy in line with the changing internal and external environments ensuring the team focuses on the best prospecting opportunities and high level 5 and 6 figure leads with high propensity and affinity.
4. Carry out due diligence on donors and prospects to ensure donations are accepted in accordance with Mind's Ethical policy and Major Giving policy. Feed into the review of the processes and policies, where relevant.
5. Undertake regular pipeline review meetings with canvassers to track prospect solicitation stages, the warmth, size and value of each pipeline. Utilize the database for this and look for ways to improve functionality based on team's needs.
6. Ensure the database is kept up to date with accurate and current information on prospects, contacts and ensure it is stored and archived accurately and in accordance to GDPR and Mind's policies. Support the team's up to date understanding of GDPR and consent recording on the database and associated processes.
7. Proactively collaborate across teams to identify opportunities for prospecting, for example with Corporate, Workplace Wellbeing, Individual Giving and Events.
8. Coordinate and manage research subscriptions and tools, acting as the main point of contact for external suppliers including the coordination of invoices.



9. Undertake any additional duties in accordance with this role, including but not limited to managing research requests, prospect allocation processes, producing prospecting evaluation and monitoring reports.

Expectations

- Keep an up to date knowledge on best prospect research practices and trends.
- Pro-actively look for, identify and develop new prospecting avenues.
- To represent Major Giving team on cross department working groups and represent Mind externally.
- To uphold and promote Mind's equality and diversity policies ensuring that their intention and spirit is followed throughout the Partnerships Fundraising team.
- To be an active member of prospect research networking groups and other relevant forums.
- To undertake other duties that may be necessary in compatible with the nature of this post.
- Keep abreast of internal and external developments and respond accordingly.
- To attend and contribute to supervision and appraisal process, meetings, training, and other events as required.
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law.

All members of staff at Mind are expected to embody our mission, values and competencies. These includes:

- Show passion for what Mind does and the changes that we are making for people with mental health problems.
- Work collaboratively across teams, departments, locations and organisations.
- Stand up for what you believe is best and trust yourself and each other.
- Be open to others and yourself and show a commitment to learning.
- Be open to change and respond flexibly and quickly to the changing world.
- Demonstrate organisational awareness and see the bigger picture while working towards objectives.
- Communicate effectively, ensuring your messages are understood and that they strive to understand others.
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work.
- Take responsibility for your decisions.
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.



- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.
- Ensure that all responsibilities and activities within your post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need.
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

Person specification

Essential criteria

1. Experience of researching high net worth individuals, company Directors, and/or family Trust and Foundations Boards identifying capacity, propensity and affinity to the cause.
2. Strong understanding of due diligence, data protection and the latest GDPR and ICO updates. Ability to gather information from the public domain in accordance with GDPR, Data protection regulation, IoF and charity law.
3. Experience of producing accurate, unbiased, concise snapshot research as well as more in depth research profiles detailed reports, network mapping and analysis on donors and prospects.
4. Ability to conduct due diligence research to assess and escalate reputational risk or ethical concerns regarding source of wealth or company operations.
5. Experience of creating and/or managing systems to support prospect pipeline management.
6. Ability to show tact and discretion when dealing with sensitive and confidential information.
7. Understanding of the principles of Philanthropy fundraising practices and donor motivations.
8. Outstanding self-management skills to work independently, autonomously, take your own initiative and the ability to prioritise work and handle conflicting demands.
9. Strong IT skills, competent in the use of Microsoft Office (Word, Excel, Outlook and PowerPoint).
10. Knowledge and commitment to Mind's aims, mission and values.



Desirable criteria

1. Experience of working in the charity sector.
2. Understanding of current fundraising trends.
3. Experience of working in collaboration with colleagues across different teams and senior stakeholders to identify opportunities for prospecting.
4. Experience of researching and identifying prospects for fundraising activities, including major donor events.
5. Experience of developing and/or managing prospecting strategy and gift table.
6. Experience of setting up/managing prospect allocation processes and donor/prospect surgeries.
7. Knowledge of other fundraising areas e.g. Trusts, Corporate, Events, Community and Direct Marketing.
8. Experience of using a CRM system to identify, monitor and report on activities, including conversion rates.
9. Excellent attention to detail and accuracy.
10. Excellent verbal and written communication skills and ability to present to different audiences.