

Job Title: Senior Prospect Research Manager

Reports to: Head of Philanthropy

Team: Philanthropy - Charities

Salary: circa £54,000

Version Control: JULY 2025

Summary

This role will join a vibrant and ambitious fundraising department, raising funds to support our work across the largest NHS Trust in the UK. You will be part of the Philanthropy Team, made up of prospect research, major giving, trusts and foundations, donor relations and events. The team's mission is to raise income for our three hospitals to enable them to continue their vital work. This role will make a huge difference in helping us do that.

Guy's & St Thomas' Charity, Guy's Cancer Charity and Evelina London Children's Charity are part of Guy's & St Thomas' Foundation. Our collective mission is to build the foundations of a healthier society.

As part of our team, you will work alongside talented people from a mix of personal and professional backgrounds. We are a Living Wage employer and support flexible working, part-time roles and job shares. Though our ambitions are serious, this is a friendly place to work with lots of opportunities to meet and socialise with colleagues. We believe there is immense power in diversity and aim to recruit and nurture talent who think and act differently.

There is more information about working with us on our website, where you can read about:

- how we approach recruitment
- our team, culture and values
- the benefits of working with us
- and our approach to diversity, equity & inclusion, health & wellbeing, and learning & development

The Team

Our family of brands includes:

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on **Urban
Health**

 **Evelina
London
Children's
Charity**

**Guy's &
St Thomas'
Charity
&...**

**Guy's Cancer
Charity**

Part of the Philanthropy Team, comprised of individuals focused on major giving, prospect research and trusts and foundations. In addition, the role will work closely with the corporate partnerships team and community and events team.

Key Relationships

Prospect research colleagues; Director of Fundraising, Head of Philanthropy, Head of Corporate Partnerships, major giving and trusts & foundations fundraisers; funding team; community and events; key stakeholders across the charities and hospital trust.

Overall Purpose of the Role

The Senior Prospect Research Manager will lead the Prospect Research function at the Foundation, with support and direction from the Head of Philanthropy.

You will be accountable for the ongoing development and delivery of the Prospect Research strategy, BE involved in and oversight of other policies and processes related to our pipeline growth and development, involving due diligence, gift acceptance protocols, database management and business planning.

The Prospect Research function will be made up of this role and one Prospect Research Manager, who will report into you. Together, you will ensure that quality prospects are identified, researched and allocated to portfolios in collaboration with the high value fundraising teams. You will lead on our approach to prospect analytics, using data to evaluate fundraiser and programme performance, spot trends and opportunities and improve the efficiency of the team's activity. Our fundraising department has recently entered a period of ambitious growth and will shortly be launching a significant capital campaign for our children's hospital.

We are investing in this pivotal role as we know it will be fundamental to our success in this campaign and beyond. This is an incredibly exciting time to join as our Senior Prospect Research Manager, and the right candidate would have significant scope and autonomy to shape this role and our future Prospect Research strategy.

Job Description

Key Responsibilities:

- Lead on the ongoing development and delivery of the prospect research strategy to generate prospects for identified priorities and to strengthen gaps in the prospect pipeline.

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- Implement the prospect research strategy, alongside the Prospect Research Manager, ensuring that prospect identification targets are met, and team members invest regular time in working with key stakeholders to develop prospects.
 - Line manages one Prospect Research Manager, as part of leadership of the Prospect Research Function, ensuring collective objectives are met
 - Lead on the prospect research and development strategy for a significant capital campaign, which will involve increasing the volume and capacity of our pipeline. This role will drive forward this campaign prospecting strategy, alongside high value fundraisers, the Head of Philanthropy and the Director of Fundraising. Prospecting approaches will include desk research, network mapping of Trustees and other senior stakeholders, and engaging Campaign Board connections.
 - Work alongside our Legal team to implement and oversee our Due Diligence policies and processes.
 - Oversee the regular data mining of Raiser's Edge to identify opportunities from amongst our warmest constituents.
 - Work closely with fundraising leads to develop the prospect pipeline, in particular building our networks of advocates and influencers. This will include attending meetings with clinicians and other key stakeholders. Qualify and allocate prospects identified by the team.
 - Proactively engage with market intelligence which supports the identification of prospects and philanthropic trends, and highlights opportunities for future fundraising growth. This would include regular assessment of insight on transformational donations made worldwide, high net worth individuals and philanthropic trends.
 - Undertake strategy research which supports decision making relating to fundraising. This may include competitor analysis and feasibility work.
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- Advocate best practice in the recording and processing of prospect data on Raiser's Edge, ensuring data is accurate, relevant and processed as per the team's Data Protection Policy and in line with The Data Protection Act 1998/ the EU General Data Protection Regulation (GDPR). This will include working with the data team to identify data challenges and appropriate solutions for improving prospect data quality and cleanliness.
 - Work with the Head of Philanthropy to shape annual plans which best support Fundraisings priorities.
 - Provide the highest quality research activity which adds the most value to fundraising. This might include identifying training needs and formulating training sessions for the team.

- Regularly network with sector peers to share best practice and generate insight on the latest developments in prospect research.
- Using data analytics techniques, implement processes and procedures which improve the efficiency and effectiveness of prospect research and prospect identification activity.
- Support the Director of Fundraising and Head of Philanthropy in embedding a performance culture – including tracking identification, prospect movement, conversion rates and cleansing the pipeline on an ongoing basis.
- Take a lead role in using data visualisation techniques to bring new insight to major gifts and prospect pipeline data which informs fundraising strategy.

Working Environment:

The post holder should expect to:

- Work in a hybrid hot desk environment, generally working 2 days a week in the London office and three from home.
- Be responsible for the input and maintenance of databases and files relevant to the post requirements.
- Will occasionally be required to attend events in the evening and at weekends.

Role responsibilities are not exhaustive, and you would be reasonably expected to take on wider tasks that are commensurate with the level of your role.

Person Specification

Experience

- Highly experienced Prospect Research professional, ideally having led delivery of prospect research strategies
- Experience of driving high value pipeline growth, contributing to increased income generation

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- Experience of prospect/ data analytics.
- Experience of effective internet and electronic research with the ability to analyse and objectively assess the relevance of information to fundraising activity
- Experience of line management

Skills, abilities, and attributes:

- An interest in and understanding of health fundraising.
- Strong organisational skills with demonstrated ability to independently meet multiple and competing deadlines.
- Excellent written and oral communication skills with the ability to distil complex information clearly for a range of audiences.
- Excellent interpersonal skills with the ability to build strong relationships across the fundraising team, hospitals and key stakeholders.
- Capability to influence and build rapport to achieve desired outcomes.
- Proactive approach and demonstrated use of initiative to identify new opportunities and research viability to achieve comprehensive, qualified donor pipelines.
- Understanding of relevant data protection policy (EU GDPR 2018 and UK Data Protection Act 2018)

Personal Attributes

- Proactive with the ability to engage and build strong working relationships.
- Ability to meet deadlines, work well under pressure and deliver projects to budget.
- Organised and efficient planner
- Ability to multitask
- Professional and diplomatic

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