



Job Profile

Job title	Prospect Researcher
Department	St Martin-in-the-Fields Trust
Responsible to	Individual Giving and Grants Manager
Responsible for	n/a
Main purpose of job	Responsible for developing and implementing a solid and effective programme of prospect and donor research, in order to support the £25m campaign over the next five years.

Nature and scope of the job

St Martin-in-the Fields Trust exists to raise money to support the costs of maintaining the historic buildings of St Martin's, as well as funding innovative and important programmes of work to secure the future of the organisation.

Over the past twelve months, the Trust has been planning a major new fundraising campaign for St Martin's with a projected target of £25 million. This campaign will secure funds for our historic buildings, as well as building major new funds for the development of our music and culture programmes and our mission. We are seeking to expand our fundraising team to meet these challenging new targets and this role is a key contributor to ensure the successful implementation of the strategy.

The main focus of the campaign will be conserving our historic buildings, developing new faith based initiatives and projects to support homeless people in London and advancing St Martin's musical programme in the UK and US.

Main duties and responsibilities

1. Prospect identification, research and management

- Develop, implement and lead our prospect research strategy
- Implement and develop processes to support all areas of prospect management
- Conduct prospect pipeline analysis to assess current and future prospects needed to achieve fundraising goals
- Provide full and accurate industry standard research to inform on donor development plans
- Take ownership of prospect management systems, tracking fundraising activity on the database and updating information on prospects and proposals
- Keep informed of good research practice and new resources for prospect research
- Identify new prospect leads for the fundraisers
- Manage research requests from the fundraisers, in a timely and efficient manner
- Create accurate and valuable profiles on existing supporters and new leads
- Work with the fundraisers to improve their knowledge of existing and potential donors
- Analyse and interpret information to produce timely, accurate and comprehensive reports as

required

- Communicate prospect research findings to the team on a regular basis
- Contribute to the ongoing development of the fundraising strategy

2. Data management

- Design, implement and update policies and procedures in relation to the use of the Donorfy database, including data entry and reporting
- Optimise use of the Donorfy database package, improve reporting for analysis purposes
- Identify, extract and manage data for fundraising activities including selection of prospects, mailings and other activities
- Ensure accuracy, consistency and quality of information retrieved and shared, in accordance with Data Protection Act
- To provide reports tracking supporters progression from identification to stewardship/donation/relationship

3. Relationships

- Build and develop relationships with internal teams, sharing expertise and best practice
- Develop good understanding of the organisation and its stakeholders
- Represent the team at internal and external meetings, and events

4. General

- Keep up to date with best practice and ensure compliance

5. This is not an exhaustive description of the duties. Aspects will change over time and the jobholder is expected to contribute to the role's development and progression.

Knowledge, skills and abilities

To be effective in this role you will need to demonstrate knowledge of the following, including formal training where appropriate:

- Significant and demonstrable experience in a similar research role
- Sound experience developing and delivering a prospect research strategy
- Sound experience of developing and building mutually beneficial short and long term relationships with key stakeholders
- Relevant project management experience
- Solid and substantial experience in research methods, producing concise profiles and network lists
- Significant experience of identifying new leads/prospects for the Trust leading to a high conversion rate
- Good working knowledge of prospect management and using data management techniques to support fundraising
- Sound current working knowledge of fundraising and databases
- Sound current working knowledge of Data Protection and GDPR compliance
- Excellent team working, interpersonal and communications skills

Desirable:

- An understanding of church life
- Working in a music, art or cultural setting

In addition will need to have:

- Possess a positive attitude to learning and development, of self and others
- Understand and commit to the ethos and values of St Martin's
- And be, energetic, passionate, driven and ambitious, with the right attitude!

Signed by employee:

Signed by manager:

Date:

Date:
