

# Global Senior Prospect Research Manager

<b>Department:</b>	Global Fundraising – Global Philanthropy Team
<b>Reviewing Manager:</b>	Associate Director, Global Philanthropy
<b>Job Type:</b>	Permanent; Full-time
<b>Location:</b>	Godalming, UK (hybrid working pattern 2x days per week in the office)

**Compassion in World Farming International** is a leading global organisation working to end factory farming. Founded in 1967 by British farmer Peter Roberts, we've spent over 50 years driving change, successfully campaigning to ban cruel practices such as barren battery cages, veal crates, and sow stalls across the UK and Europe.

Our work combines advocacy, campaigning, and collaboration with policymakers and businesses to promote animal welfare and sustainable food systems. We envision a future where animals are treated with compassion, and farming supports both people and the planet. To learn more about our mission, culture, and opportunities, please explore our [Candidate Pack](#), and [Careers Page](#).

## Part 1: Job Summary

### 1. Overall objective(s) of the post

The purpose of this role is to help **Compassion in World Farming** to end factory farming. This is a vital and established function and role within the Global Philanthropy Team, central to building and sustaining a strong, high-quality prospect pipeline to support our fundraising growth ambitions. The role provides strategic and operational prospect research support to fundraisers, helping to identify, prioritise and develop relationships with high-potential donors globally.

Working closely with the Associate Director of Global Philanthropy, the Global Head of Major Donors and the Global Head of Trusts & Foundations, you will play a key role in shaping and delivering prospect strategy and KPIs, ensuring that research and insight are fully aligned with fundraising priorities and organisational growth plans.

You will act as a trusted partner to the Fundraising Senior Management Team and the Global Philanthropy team, strengthening pipeline management, improving the quality of prospect insight, and embedding best practice in research, due diligence, data and insight across the function.

Global Philanthropy has a strong track record of growing income over the past 6 years, and in this most important period, this prospect research function will help drive further transformational growth by 2030.

### 2. Position in organisation

- Reports to the Associate Director, Global Philanthropy
- Develops strong and effective working relationships with the Global Director of Fundraising, wider Global Philanthropy team, CRM team and Individual Giving teams in the UK, US and European markets.



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- This role is part of the Global Fundraising Team of over 50 staff, consisting of Global Philanthropy, Individual Giving, Legacies, Digital, Data & Performance, and Donor Engagement based in the UK (HQ) and 6 country offices in the EU and USA.
- No direct reports.

### 3. Scope of job (These are expanded on in Section 6)

- Lead and strengthen the global prospect research function, ensuring it effectively supports ethical fundraising growth across key markets.
- Develop systems and processes to identify, research and prioritise prospects from the database (Salesforce) and elsewhere, working closely with colleagues in CRM & Insights.
- Produce detailed in-depth prospect research profiles as required to support donor cultivation and long-term relationship development.
- Lead on due diligence and the ethical screening process, ensuring consistent and rigorous application for all donors and across all markets.
- Use Salesforce and other tools to report on and analyse our prospect pool and identify new donors.
- Support the team to maintain accurate donor records and ensure compliance with GDPR and other data protection laws.
- Contribute to wider Philanthropy strategy and the overall success of the team.

### 4. Dimensions & limits of authority

- Responsible for delivering the prospect research function in Global Philanthropy.
- Responsible for delivering personal targets and KPIs.

### 5. Person specification

Proven ability, qualifications & training	E - Essential D - Desirable
Prospect research experience within an international fundraising team or comparable environment	E
Understanding of global philanthropy trends and donor behaviour	E
Experience building and managing a prospect pipeline that supports income growth	E
Experience using a wide variety of resources to produce high-quality intelligence for fundraisers	E
Experience of due diligence and applying ethical fundraising policies	E
Strong understanding of prospect research systems and processes to support portfolio and strategy development	E
Ability to present research findings in a user-friendly format that meets the needs of colleagues	E
Experience using CRM systems, ideally Salesforce, for pipeline management and analysis	E
Strong understanding of data protection legislation and how this relates to prospect research and fundraising	E



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Experience conducting prospect research in the US and European fundraising markets	D
Experience working with an international NGO or in an international setting	D
Educated to degree level or equivalent	D
<b>Skills, knowledge and attributes</b>	<b>E - Essential D - Desirable</b>
Research and analytical skills	E
Verbal and written communication skills	E
Attention to detail	E
Interpersonal skills and the ability to work with colleagues at all levels of the organisation	E
Networking and forming effective and collaborative working relationships	E
Delivering and performing well under pressure	E
Problem-solving skills and an ability to self-manage workloads	E
Self-motivated, flexible and able to take the initiative with proactive decision-making	E
Understanding of fundraising processes and systems, with the ability to improve processes to achieve high levels of efficiency	E
Working knowledge of Salesforce or equivalent	D
Working knowledge of other European languages	D
Interest in Compassion’s work	D
Awareness of and interest in data analytics and visualisation	D
Ability to work across time zones and cultures	D

## Part 2: Duties and Key Responsibilities

### 6. Primary responsibilities

Essential duties and responsibilities include the following: Other duties may be assigned.

#### Global prospect identification and qualification 30%

- Conduct comprehensive research to identify and evaluate potential individual donors, foundations, and other funding sources with the capacity and affinity to support Compassion, with a strong focus on UK, US and European markets.
- Analyse and assess prospects’ philanthropic interests, giving capacity, giving history, connections and other relevant factors to determine their potential as donors. Provide strategic recommendations on cultivation and solicitation strategies based on research findings.
- Prepare detailed and concise profiles on prospects, including key biographical information, giving history, areas of interest, relationships and any other relevant information.
- Work closely with fundraisers to align research with active portfolios and pipeline needs.

#### Develop systems, data management and insight 20%

- Create and interpret Salesforce reports to manage the prospect pipeline, including prioritisation of prospects and tracking pipeline movements.
- Manage the storage of donor profiles and due diligence, optimising use of Salesforce, adhering to data protection requirements and ensuring consistency and integrity of research and data.



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<ul style="list-style-type: none"> <li>• Work with colleagues in the Global Philanthropy Team and CRM &amp; Insights Team to enhance use of Salesforce and improve data quality and consistency.</li> <li>• Help embed a more strategic, insight-led approach to pipeline management.</li> </ul>	
<b>Prospect strategy development and production of in-depth prospect profiles</b>	<b>20%</b>
<ul style="list-style-type: none"> <li>• Lead on developing strategy for the prospect research function, in collaboration with colleagues in Global Philanthropy, which delivers a strong and sustainable prospect pipeline to achieve fundraising targets.</li> <li>• Identify opportunities across all markets to build the prospect pipeline in line with organisational growth plans and income targets.</li> <li>• Assist the Associate Director, Global Philanthropy with the development of targets, operational policies and procedures.</li> <li>• Work closely and collaboratively across the Global Philanthropy, Global Individual Giving and CRM &amp; Insights Teams to improve supporter journeys and optimise income.</li> <li>• Use Salesforce and other tools to report on and analyse our prospect pool and identify new donors</li> </ul>	
<b>Ethics and compliance</b>	<b>20%</b>
<ul style="list-style-type: none"> <li>• Lead on the implementation of the Ethical Fundraising and Donation Acceptance Policy and conduct in-depth screening where required.</li> <li>• Maintain the systems and processes that allow us to instigate and update due diligence carried out on prospects and supporters.</li> <li>• Ensure compliance with all regulatory and best practice standards, specifically including the Fundraising Code of Practice and GDPR.</li> </ul>	
<b>Industry knowledge</b>	<b>10%</b>
<ul style="list-style-type: none"> <li>• Stay up to date with trends and innovations in prospect research, philanthropy, data insight and AI.</li> <li>• Identify ways to improve risk research, due diligence and market insight, proactively sharing these with colleagues.</li> <li>• Contribute to wider Philanthropy activity and the overall success of the team</li> </ul>	

### 7. CIWF Values:

Core Values:

- Treats people with dignity & respect
- Maintains high ethical standards
- Demonstrates commitment to Compassion in World Farming’s mission and goals.

### 8. Additional Tasks:

To assist with other departmental duties where necessary, as listed below:

- Travelling internationally, as needed to fulfil your role.
- Sharing knowledge through formal and informal training sessions with staff and key stakeholders.
- Occasionally working outside standard office hours, in line with organisational procedures and requirements.
- Ensuring the health and safety of yourself and others in the workplace.
- Acting in accordance with Compassion in World Farming’s Ethical Policy.



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- Complying with data protection legislation and internal policies on privacy and information security.
  - Delivering training on your areas of expertise when requested by your line manager or senior leadership.
  - Undertaking other duties appropriate to your role, as required by your line manager.
  - Actively promoting and supporting equality, inclusion, and diversity across the organisation.

Signature of Employee ..... Date .....