

# Senior prospect research manager



## **Directorate**

Engagement

## **Team**

High value operations & experience

## **Reporting manager**

Head of high value intelligence & experience

## **Direct reports**

Prospect research manager

Prospect research officer

## **Our charity**

We're Breast Cancer Now, the research and support charity. We're the place to turn to for anything and everything to do with breast cancer. However, you're experiencing breast cancer, we're here.

The brightest minds in breast cancer research are here. Making life-saving research happen in labs across the UK and Ireland. Support services, trustworthy breast cancer information and specialist nurses are here. Ready to support you, whenever you need it. Dedicated campaigners are here. Fighting for the best possible treatment, services and care, for anyone affected by breast cancer.

Why? Because we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well. But to create that future, we need to act now.

## **Overview of the directorate**

The engagement directorate has responsibility for growing awareness, understanding, trust and engagement with Breast Cancer Now, to inspire people to get support and give support. It is responsible for the £47m annually we raise today and for the growth to £69m we want to raise annually by 2029/30, including a further £50m from a major Campaign.

From partners, to philanthropists, from people who give individually, through events or through their community, we create engaging and effective routes and communications for our key audiences to give their time, money and voice.

The directorate puts relationships at its heart, using data and insight to shape and drive brilliant relationships and experiences, ensuring people who support Breast Cancer Now – in whichever way they support, or are supported – feel connected, and inspired to give their time, money and voice to make change for people affected by breast cancer now and for the future.

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In the 2025-30 strategic period, the directorate will play a critical role in supporting the organisation to deliver the impact we need and want to have for people affected by breast cancer.

To do this we will:

- Raise awareness of Breast Cancer Now through aligning our paid brand marketing, and our owned, shared, and earned channels to amplify our brand and to shout louder with one voice. We will use creative and innovative routes to do this. Our fundraising will provide a key route to grow awareness, through our products, events and through our supporters in the community who advocate and champion Breast Cancer Now.
- Develop and deliver brilliant fundraising products, events, campaigns that reach and inspire our key audiences to engage and to continue to engage. We will launch a major Campaign to raise £50m to accelerate our progress to 2050 through focusing on the challenge of dormancy and secondary breast cancer. We will use this as a route to create philanthropic and partnership fundraising as a long term, sustainable income stream for the future.
- Lead the development of our digital ecosystem, aligning our platforms and products behind our brand and developing our support offer, and engagement opportunities, to reach more people in ways that meet their needs in an accessible way. We will support the organisational learning, understanding and confidence in digital routes, channels and new technology to deliver our strategy.
- Nurture great relationships with partners and suppliers to create aligned priorities, shared purpose and targets to deliver our best work for people affected by breast cancer. Through being curious about the external environment and prioritising learning, we will develop, evolve and innovate to support our growth now and for the future.
- Grow and develop our teams, collaborating, challenging and inspiring each other to develop an inclusive, safe and high performing team.

The Engagement directorate, is led by the Chief of Engagement with a leadership team of 4 directors of the following areas:

- Brand, marketing & communications
- Public fundraising & marketing
- High value partnerships and Campaign
- Digital & Data

### **Job purpose**

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The prospect research function sits within the newly created high value intelligence & experience team which supports across the high value partnerships & Campaign directorate. With huge ambition to transform high value income for Breast Cancer Now over the next five years through better and more holistic, supporter-led working across the department and the introduction of a major £50million Campaign, the need for robust, first-class prospect research and pipeline management has never been more important.

This is a key role in the high value partnerships & Campaign department. It will be responsible for shifting the prospect research function away from a delivery team creating research profiles when requested, to a team that lead the way in researching and recommending 6-7-8 figure high value leads, capable of supporting both our £50m Campaign and the charity's wider five-year strategy (and beyond). This will include how best to realise the opportunity through holistic working across the philanthropy & partnerships team.

The role will build a robust strategy for prospecting ultra-high and high-net-worth individuals, trusts & foundations and corporate partners in the UK and internationally, capable of principal-level giving (£1m+). They will instill a prospect-research culture, based in external horizon scanning and sector research, keeping their fingers on the pulse, and working at pace to jump on opportunities suggested by the Campaign board and senior volunteers, helping develop prospect pipelines for both the Campaign and Breast Cancer Now's wider work.

The role will implement rigorous key performance indicators and processes in line with sector benchmarking to ensure a high volume of high-quality research is taking place, ensuring a continuous pipeline of high value prospects who can provide significant support. They will collaborate with colleagues on the allocation of prospects, mapping networks, preparing briefing documentation, and due diligence to ensure we remain compliant and demonstrate best practice.

They will also have responsibility for developing an effective workload management approach for the prospect research function and supporting the effective use of Breast Cancer Now's CRM database, Unity, working with the data team to implement internal screening processes to identify existing supporters with potential for uplift.

## **Key tasks and duties**

### **Prospect research strategy and culture**

- Lead the development of the high value partnerships & Campaign prospect research strategy to support the delivery of the £50m Campaign and the projected growth across philanthropy, trusts and corporate partnerships to support the charity's wider strategy.
- Deliver high quality research and prospecting of ultra-high and high-net-worth individuals, trusts & foundations and corporate partners, capable of principal-level giving (£1m+) and implement a long-term pipeline for principal gifts in alignment with Campaign goals.
- Prepare detailed research profiles, and briefings to support senior stakeholders, including the Campaign chair and board with fundraising strategies

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- Instil a prospect research culture, heavily based in external horizon scanning and sector research. Support your team to use AI tools to support with this, alongside working closely with the social listening function in the media & pr team.
- Implement rigorous monthly key performance indicators and processes in line with sector benchmarking to ensure a high volume of high-quality research is taking place, ensuring a continuous pipeline of high value prospects who can provide significant support.
- Collaborate with colleagues on the allocation of prospects, as well as leading the team to map networks, prepare full and accurate briefing documentation, and regularly deliver due diligence (with the support of AI tools to do the heavy lifting) to ensure we remain compliant and demonstrate best practice.

### **Pipeline development, tracking and analysis**

- Ensure the high-value income strategy is underpinned by a resilient and insight-led pipeline of transformational supporters
- Manage and develop prospect pipelines, tracking engagement and supporting moves management through high quality data analysis. Recommend and implement a strategy for monitoring and measuring conversion rates so that swift action can be taken for any pipeline blockages.
- Facilitate internal prospect strategy meetings, share insights with relationship managers and contribute to cross team planning to support our five-year growth ambition and the delivery of the £50m Campaign
- Support and champion the high value department's use of CRM (Unity) and work with the data team to ensure effective implementation of internal screening processes to identify existing supporters with potential for uplift.
- Work with the leadership and Campaign Board to develop prospect pipelines for both the Campaign and Breast Cancer Now's wider work.

### **Lead on external horizon scanning and insight sharing**

- Maintain strong knowledge of trends and in wealth, philanthropy and fundraising intelligence continuously improving research methodologies and tools
- Lead on innovation in research tools, platforms or methodologies for identifying and cultivating supporters (e.g. AI-driven prospecting, predictive modelling).
- Leading the ethical governance in supporter intelligence, setting the gold standard for responsible data use

### **Stakeholder engagement**

- Act as a strategic partner to senior fundraisers, SLT and Campaign board members in prospect strategy and Campaign board meetings
- Work closely with the head of high value intelligence & experience to provide insight for relationship and engagement managers, high value leadership, senior leadership team, trustees and the Campaign Board, as needed
- Act as Breast Cancer Now's lead voice on prospect research at Campaign meetings, building the charity's reputation for high-quality insight and ethical fundraising

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## Managing a high-performing team

- Develop an effective workload management approach for the prospect research function that enables proactivity and delivery of high-quality research and pipeline management support for relationship and engagement managers.
- Line manage and support the prospect research manager and officer, providing clear direction, coaching and professional development to ensure high performance and continuous improvement

## General

- Adhere to all Breast Cancer Now's policies and procedures.
- Any other duties within the scope and remit of the role, as agreed with your manager.

# Person specification

## Qualifications and experience

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Significant experience in prospect research development, supporting major gifts, trusts and corporate partnerships with high quality research and insight.	X	X
Proven track record of developing and executing prospect research strategies that support principal gift fundraising in the UK and internationally.	X	X
Experience creating scalable research frameworks, tools and methodologies to drive pipeline growth and donor engagement.	X	X
Proven track record of partnering with senior fundraising leadership and high-level senior volunteers to inform and shape fundraising strategies through research driven insights	X	X
Ability to analyse and interpret information from a range of sources.		X

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Proficiency in CRM systems for managing donor data and prospect tracking as well as known research tools like LexisNexis and similar platforms.	X	X
Strong understanding of wealth indicator, philanthropic trends and donor motivation in a charitable context	X	X
Good knowledge and understanding of GDPR and charity law and ethical research practices		x

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience contributing to or leading the prospect research strategy for a £10m+ fundraising campaign	<b>x</b>	<b>x</b>

### Skills and attributes

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Excellent leadership skills	X	X
Excellent communication, organisational & interpersonal skills.	X	X
Desire to embrace and encourage collaborative working		X
Ability to inspire and develop others		X
Excellent analytical and research skills		X
Outstanding written skills; with a keen eye for attention to detail	X	X
Ability to build effective relationships, both internally and externally		X
Ability to work on own initiative and think creatively adding ideas and value to the work of the team	X	X

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Excellent IT skills including proficiency with relationship databases and Microsoft office packages	x	

## Knowledge

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
<ul style="list-style-type: none"> <li>Understanding of current legislation, policies and issues affecting Philanthropy fundraising and the charity sector, including GDPR</li> </ul>	X	X
<ul style="list-style-type: none"> <li>Extensive knowledge of the high value marketplace, trends, competitor awareness and potential issues that may arise</li> </ul>	x	X

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
An interest in breast cancer and awareness of the wider issues that cancer can cause.	X	

## Role information

### Key internal working relationships

You'll work closely with the following:

- Philanthropy & partnerships team
- CEO, senior leadership team and trustees
- Ambassadors, talent & case studies team
- Social listening (sitting in media & PR team)
- Finance

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## Key external working relationships

You'll work closely with the following:

- Campaign Board
- High value prospects and partners
- Senior Volunteers
- Networks across the charity sector

## General information

Role location and our hybrid working model	This role is based in our London office. However, our hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in 6 <sup>th</sup> floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)
Hours of work	35 per week, Monday to Friday
Contract type	Permanent
Medical research	We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when there's no alternatives.
Conflict of interests	You'll be obliged to devote your full attention and ability to your paid duties. You shouldn't engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.
Immigration, Asylum and Nationality Act 2006	You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.
Our commitment to equity, diversity and inclusion	We're committed to promoting equity, valuing diversity and creating an inclusive environment – for everyone who works for us, works with us, supports us and who we support.

Job description dated May 2025

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