

## Prospect Researcher: Job Description

|                                  |                                                  |                                  |                                            |                                                            |           |
|----------------------------------|--------------------------------------------------|----------------------------------|--------------------------------------------|------------------------------------------------------------|-----------|
| <b>Title</b>                     | Prospect Researcher                              | <b>Salary &amp; Band</b>         | 2B                                         | <b>Contract type</b>                                       | Permanent |
| <b>Line manager</b>              | Senior Fundraising Insights and Research Manager | <b>Child Protection Standard</b> | Contact & access - Enhanced check required | <b>Line management responsibility</b>                      | None      |
| <b>Team</b>                      | Fundraising Strategy and Operations              | <b>Base Office Location</b>      | Milton Keynes – flexible working policy    | <b>Hours of work per week</b><br>(Full-time is 36.5 hours) | 36.5      |
| <b>Group</b>                     | Fundraising and Marketing                        |                                  |                                            |                                                            |           |
| <b>Occupational Requirement?</b> | No                                               | <b>Requirement to travel</b>     | None                                       | <b>Psychological screening required?</b>                   | No        |

## About World Vision UK

World Vision is a global Christian humanitarian organisation dedicated to working with children, families, and their communities to overcome poverty and injustice. Our vision is for every child, life in all its fullness; our prayer for every heart, the will to make it so.

As part of the Fundraising and Marketing Directorate, you will play a vital role in enabling us to impact 5.5 million lives and raise £100m in sustainable income by 2029. By equipping fundraisers with high-quality research, you will help unlock resources that transform lives and bring lasting change to vulnerable communities worldwide.

## About the Role

The Prospect Researcher will directly support fundraising growth by identifying, validating and researching potential major donors, mid-level supporters, churches, trusts and foundations, and corporate partners.

Working closely with relationship managers, you'll ensure they have the insights and tools to prioritise prospects, build effective donor journeys, and steward relationships for maximum impact. You'll also contribute to horizon scanning, identifying new opportunities in the external landscape that align with our mission and fundraising strategy.

## Key Responsibilities

### Prospect Identification & Research

- Proactively identify and qualify new major gift prospects, using a range of internal and external sources.
- Conduct detailed research on individuals, churches, denominations, trusts, foundations, corporates, and networks to assess giving potential, affinity, and influence.
- Provide concise, high-quality profiles and briefing notes to equip fundraisers ahead of meetings and events.

### Prospect Management & Data

- Support systematic prospect management in CRM (Salesforce or equivalent), ensuring records are accurate, up to date, and GDPR-compliant.
- Partner with the Senior Fundraising Insights & Research Manager to deliver wealth screenings, portfolio reviews, and ongoing prospect tracking.
- Produce regular reports on the prospect pipeline, activity levels, and fundraising KPIs.

### Collaboration & Strategic Support

- Work closely with relationship managers (Major, Mid-Level, Trusts & Foundations, and Church teams) to prioritise and manage portfolios.
- Provide insight into networks, affiliations, and wider industry trends to inform fundraising approaches.
- Contribute to research projects and fundraising strategy development, including horizon scanning for emerging donor markets.

### Compliance & Best Practice

- Ensure all research and data handling complies with GDPR, ethical standards, and World Vision's values.
- Maintain confidentiality and integrity in handling sensitive donor information.

## About You

To be appointed, it is **essential** to have:

- Degree-level education or similar professional experience in a relevant field - e.g. Research, Data analytics, Marketing, Nonprofit Management, etc.
- Proven extensive experience in the field of prospect research.
- Strong understanding of GDPR and ethical considerations in data gathering and donor profiling.

- Expertise using CRM platforms for prospect tracking and portfolio management.
- Ability to interpret and validate data from multiple sources.
- Ability to prepare and present concise research reports or briefing notes to internal teams.
- Excellent attention to detail.

It would be **desirable** for you to have:

- Knowledge of data visualisation tools like Power BI/Tableau, or analytical tools like SQL/Python.

## Core Competencies

These World Vision UK core competencies will be assessed during shortlisting and interview:

- **Improve and Innovate:** I seek and discover new and better ways of doing things, solve problems and turn ideas into action.
- **Learn and Develop:** I intentionally apply newly learned skills and knowledge so my learning results in improved performance.
- **Deliver Results:** I focus on and help achieve the things that matter most, with clear evidence of my contribution.
- **Partner and Collaborate:** I engage and influence networks of people beyond my role to make a bigger difference than we could alone.