“In the past century Fauna & Flora has consistently saved species from extinction and protected habitats from destruction. Their solutions have always been practical, efficient and sustainable in local circumstances.”

Sir David Attenborough, Fauna & Flora Vice-president
Fauna & Flora

At Fauna & Flora, our shared purpose is to protect the diversity of life on Earth, for the survival of the planet and its people. We work closely with local conservation partners around the world to save nature, together. We harness this collective expertise to inspire positive change globally.

Fundraising Team

The Fauna & Flora Fundraising team currently consists of around 30 individuals split into three sections – Supporter Marketing, Philanthropy and Institutional Fundraising. This role is within the Philanthropy team, which focusses on raising high value unrestricted income from individuals (including family trusts and corporates). We work closely with the Supporter Marketing team, especially on mid-level giving, to ensure consistent stewardship of supporters across different levels.

We also work with the Communications and CEO teams on identifying and fostering relationships with high profile and influential people and organisations (particularly where this has a connection to high value donor income), and to ensure that our messaging to high net worth and influential individuals is consistent with our brand.

Our income targets are bold and ever-growing, making it a dynamic and ambitious environment.

As part of the Philanthropy team, you will have the chance to input into the wider strategy on how we manage and engage our high value donors and prospects, alongside your focus on donor and prospect research and insight. You will join:

- The Prospect Research & Insight Officer which reports to the Manager role, creating a Research & Insight team of two. This role leads the team to provide support on donor trends and best practice; high quality and timely research, network mapping and due diligence reports; and support of our Philanthropy systems to ensure compliance, and ensure that donor pipelines and activities are monitored for impact.
- Major Gift fundraisers who are focussed on generating income from high value donors, through managing existing supporters and developing new relationships
- The Philanthropy Engagement team (four people) who deliver a range of high quality but cost-effective donor engagement and development mechanisms from marketing and communications to direct engagement opportunities such as events, trips, meetings and social gatherings, also supporting proposal and report writing and design.
- Our Philanthropy team based in the USA, which includes a Business Development Director (leading on high value fundraising), a Major Gifts Officer, and a Development and Operations Manager who are developing a network of high value supporters for our 501c3 registered US sister office, Fauna & Flora USA.
- We also have a fledgling network in Australia where we have an Australian registered Charity, and growing board.
The Opportunity

Over the next five years, Fauna & Flora aspires to enhance its global impact through investment, growth, visibility and influence. An essential part of this will be through greatly expanding awareness and visibility of its programmes among UK and global target audiences and by exponentially increasing its fundraising efforts and results.

A key and growing audience for Fauna & Flora in the UK and globally is high net worth individuals, and specifically those who are willing to give high value unrestricted support to our global conservation programmes. We are seeking an ambitious candidate for the new role of Research & Insight Manager to help us manage our growing networks of high value supporters, as well as identifying new contacts and networks for Fauna & Flora.

This role will provide strategic oversight of our research and insight function which leads our key functions in supporting the sustainable expansion of our high net worth individual portfolio work, including prospecting, donor research and due diligence and pipeline monitoring of high net worth individual relationships. Your main focus will be to support the Philanthropy team but you will provide additional support to other areas of fundraising including the Institutional Funding team (including Trusts and Foundations), supporter marketing, as well as the USA Philanthropy team and Australia consultant. Further, you will support the CEO team and trustees and other senior volunteers to ensure they have necessary intelligence to support fundraising and networking opportunities for Fauna & Flora.

You will need to develop strong working relationships across high value fundraising activities in the UK and USA, as well as more widely across the fundraising communications teams, and also with senior leadership including the CEO and with our volunteers including trustees.

To this end we are seeking a self-motivated individual to join our Philanthropy team in this role. The role requires an individual who understands how to conduct qualitative research in a fundraising environment using an array of sources, can operate a fundraising database with confidence, precision and ease, works well with others and is curious, inquisitive and driven in building fundraising data intelligence, with exemplary attention to detail. Currently we use the access CRM database ThankQ and will be seeking to transition to a new CRM system in 2024, in which this post will play a key part.

You will enjoy working in a dynamic and fast-paced environment, where the ability to respond swiftly to changing organisational and team needs is paramount. In return, we offer the opportunity to work for a ground-breaking organization at the forefront of global conservation, with generous pension contribution, attractive annual leave allowance, and life insurance.

Our offices are located in The David Attenborough Building in central Cambridge, just a few minutes’ walk from glorious historic buildings and museums, the picturesque River Cam, the central market and shopping centre, and a host of cafés and restaurants.
# Terms and Conditions

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<tr>
<th><strong>Start Date:</strong></th>
<th>As soon as possible</th>
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<tr>
<td><strong>Duration of Contract:</strong></td>
<td>Permanent</td>
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<tr>
<td><strong>Probation Period:</strong></td>
<td>Six months</td>
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<tr>
<td><strong>Gross Salary:</strong></td>
<td>£37,525 per annum</td>
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<td><strong>Location:</strong></td>
<td>Fauna &amp; Flora, Cambridge</td>
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<td>Current policy offers partial remote working within the UK</td>
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<td><strong>Benefits:</strong></td>
<td>25 working days’ annual holiday entitlement plus Public/Bank Holidays and any normal working days that fall between 24 December to 1 January inclusive, during which time Fauna &amp; Flora UK offices are closed</td>
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<td>For employees on UK-based contracts, Fauna &amp; Flora currently provides a pension contribution of 8% of salary after 3 months’ continuous employment.</td>
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<td>Group Life insurance, currently set at a benefit of 4 x basic salary</td>
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<td><strong>Hours of Work:</strong></td>
<td>This is a full-time position, working 37.5 hours per week, Monday to Friday inclusive. Part-time hours would be considered with a minimum of 80% time.</td>
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Job Description

Job Title: Research & Insight Manager

Reports to: Head of Philanthropy

Line Manages: Prospect Research & Insight Officer

Key working relationships: Philanthropy Team, CEO Team, Institutional Fundraising Team, Database Officer, Supporter Development Team, Project Managers and Programme Teams, Finance Business Partners and Finance Team

Purpose:
To lead the Research and Insight team to strategically harness information and data to drive and scale up high value fundraising from individuals, trusts and foundations, and corporates, in support of Fauna & Flora’s objectives, with a focus on philanthropic giving and in support of our UK, USA and Australian operations.

Be responsible for the development and maintenance of processes to identify, qualify and vet prospective donors and to ensure exemplary pipeline management across high value fundraising, and to keep abreast of new trends in donor management and best practice.

Specific duties:

Prospect Identification and Donor Research:
Lead on the development and maintenance of systems to manage the key tasks associated with prospect identification and donor research, including:

- Oversee the Identification, qualification and ranking of new prospects, sourced from a range of international markets, to ensure the ongoing growth of the prospect pipeline in support of Fauna & Flora’s high value donor giving programme, and requests from senior staff and volunteers.
- Oversee the production of qualitative research using a range of research resources to prepare briefings in advance of prospect reviews, cultivation meetings and donor events.
- Work directly with account managers to appropriately allocate donor accounts, taking into consideration donor value and type, and account manager capacity.
- Ensure that requests for briefings and event biographies are fulfilled and completed to a high standard
- Ensure that fundraisers and senior members of staff receive the latest news updates relating to current and potential high value contacts.
- Contribute to the strategy and delivery of key Philanthropy team meetings such as the Development Advisory Group and Senior Team Prospect meeting.
• Lead on regular analysis of internal and external high value audiences in order to contribute intelligence to high value gifts strategy (generally and specifically).
• Ensure that Fauna & Flora has access to effective research tools, ensuring value for money.

Prospect Management:
• Provide direct support to Fundraisers to understand their portfolios and prospective relationships, and advise on specific high value account strategy and actions based on intelligence gathered.
• Work with Fundraisers and Philanthropy Engagement team to help develop engagement plans by producing network maps and identify approach opportunities.
• Oversee the delivery of systems that track the progress of prospects through the cultivation cycle, capturing and recording donor intelligence to ensure that relationships are dynamic and moving towards solicitation (or reviewed for value).
• Oversee the convening of meetings to review pipelines, and ensure allocation of newly identified or upgraded prospects, targets, and also provide regular reports on refreshed prospect pools.
• Ensure the development and maintenance of systems that track and manage further research needs, and advise on and collaborate with the Philanthropy Engagement team on cultivation and engagement plans as necessary.
• Support the Head of Philanthropy, Director of Institutional Funding and Head of Supporter Recruitment and Development in ensuring that the overlap between the fundraising teams is managed seamlessly and opportunities are maximised, through ensuring prospects and donors are appropriately allocated, that links between prospects and donors managed across teams are flagged.
• Train and support staff through onboarding, group training, and fundraiser check-ins, as needed.
• Prepare and deliver relevant statistics to Fundraisers and leadership to raise the visibility and awareness of trends in prospect management and fundraising and engagement programmes.

Systems and CRM Database
• Lead on the development and maintenance of systems to provide management intelligence on Philanthropy team income, pipelines and effectiveness of approaches. This will include leading on the development of:
  o Protocols for data entry (working with the Database Officer). Coordinate with other database users across the fundraising teams in the UK, USA and Australia, and the CEO team, to ensure the integrity of high value records on the database is maintained. Making available ‘How to’ CRM guidance for staff to access on Canopy.
  o Developing and running regular reports on various key performance indicators such as solicitations and moves,
  o Overseeing the delivery of reports to enable timely and accurate data for mailings
  o Managing wealth-screening and AI processes to identify high value donors
  o Ensure that records are current and compliant with Data Protection Laws and Fauna & Flora’s Data Protection Policies and Procedures.
Due Diligence and Data Protection

- Oversee the Fundraising Due Diligence (DD) process for individuals, trusts, corporate philanthropy, and Commercial Participatory Agreements.
- Work with the Head of Philanthropy to ensure that the DD system is robust and clearly communicated across the organisation.
- Receive and respond to requests, commissioning and carrying out DD research securing SMT decision, sharing outcomes with key stakeholders and recording the process on the CRM. Seeking to improve and refine the process as it develops.
- Keep abreast of current data and charity law as set by the Fundraising Regulator and ICO, and briefing colleagues of any relevant changes.

Person Specification

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<th>Desirable</th>
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| **Skills** | • Understanding of how to conduct qualitative research in a fundraising environment using an array of sources  
• Excellent writing skills, including ability to select pertinent information to fulfil a brief  
• Excellent research skills  
• Confident user of fundraising CRM database  
• Excellent data analysis skills, including ability to identify trends, connections, opportunities and risks  
• Excellent presentation skills with the ability to effectively communicate information in a clear and appropriate manner for different audiences  
• Excellent IT skills, in particular Microsoft Excel  
• Excellent prioritisation and organisational skills, with ability to work to multiple deadlines in a high-pressure environment  
• Good interpersonal skills  
• Fluency in written and spoken English |
| | • Proficiency in second language relevant to Fauna & Flora’s areas of work including, but not limited to French, Spanish, German, Italian |

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<th>Knowledge and experience</th>
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| • Proven experience in a prospect research or marketing research role  
• Experienced user of CRM database, including interrogating data to produce reports  
• Experience of carrying out prospect research and developing briefings | | • Understanding of conservation/environmental issues  
• Experience of fundraising within an international organisation  
• Knowledge of the Finance / business sector |
| • Understanding of the principles and practice of donor/client relationship management  |
| • Understanding of GDPR |
| • Experience of undertaking due diligence research |
| • Line management experience |

| **Behavioural qualities** |
| • Demonstrates Fauna & Flora values |
| • Curious and inquisitive, good at joining the dots |
| • Committed to excellent presentation |
| • Meticulous attention to detail |
| • Willingness to learn new skills |
| • Ability to problem solve and proactively troubleshoot |
| • Comfortable working under own initiative and managing tasks with autonomy |
| • Good team player, with ability to develop excellent personal and organisational relationships |

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**Fauna & Flora Values**

Values underpin who we are and how we act. Just as values shape who we are as individuals, they define us as an organisation, creating the culture of success for which Fauna & Flora is renowned. Our people exemplify our shared values, which are interconnected and interdependent:

- We act with integrity
- We are collaborative
- We are committed
- We are inclusive, supportive & respectful
- We get things done
How to Apply

Applications should consist of the following:

- Covering letter explaining why you are applying, relating your experience and skills to the role
- Full CV
- Contact details for two referees (who will not be approached without your permission)

Applications should be submitted electronically to liz.eaton@fauna-flora.org

Please mark your application ‘Research & Insight Manager’ and indicate in your covering letter where you saw the position advertised.

The closing date for applications is Sunday, 7 January 2024. Interviews are likely to take place during the week commencing 15 January 2024.

No agencies please.

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

Applicants with Disabilities

Fauna & Flora encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Jade Bedwell, People Adviser, on Tel: +44 (0)1223 749044 or Email: jade.bedwell@fauna-flora.org

Fauna & Flora values diversity and is committed to equality of opportunity