



Job title	Senior Partnership Insight Manager
Department	Philanthropy and Partnerships
Location	London
Reports to	Head of Insight and Partnership Development
Salary	£40,000 inclusive of London Allowance

Job Purpose/Summary

We are seeking a Senior Partnership Insight Manager to shape insight and prospect development at Marie Curie, establishing a growing function that plays a critical role in driving transformative, impactful fundraising.

The role will work with and across the Philanthropy & Partnerships (P&P) income teams to help build stronger partnerships with the P&P high value audience, and with colleagues at all levels across Marie Curie. Working within the Insight and Partnership Development (IPD) team with line management of a Prospect Research Executive, the role will act as technical expert and strategic lead on all areas of prospect research, philanthropic insight and pipeline management for the department, partnering with fundraisers in London and nationally to maximise income. P&P is responsible for raising £11m from our most generous high value supporters, including individuals, charitable trusts, companies and statutory sources. P&P also has a highly successful and special event programme, reaching individuals and companies across the high value audience, with teams in London, the North West and Scotland and Northern Ireland.

It's a crucial role, leading a team that will have meaningful impact on our fundraising, enhancing our partnerships with philanthropists, companies, trusts and foundations with strategic insight and evidence-based support. The team provides a greater understanding of, and response to, our audiences' motivations and expectations, resulting in stronger partnerships and increased funding to enable the delivery of an ambitious income growth strategy. The post holder will play a vital role in delivering across all P&P's income streams, living our culture of 'one team, one target', with particular focus on partnering with the Corporate teams to build and manage their pipelines, developing a pipeline management strategy that serves all our audiences and stakeholders, and creating a holistic approach to our high value audience across P&P.

Marie Curie are here for people living with any terminal illness, and their families. Marie Curie offers expert care, guidance and support to help them get the most from the time they have left. To improve care for everyone at the end of their lives. To bring light in the darkest hours.

Key relationships

The role will be a key member of the P&P team, working across the charity to enable the income teams to deepen existing and attract new support.

The Department

The recently-formed Philanthropy and Partnerships department identifies, develops and sustains bespoke partnerships, putting our high value audience front and centre, to drive income, awareness and influence, for Marie Curie's mission.

Duties and Responsibilities

Strategy

- Design and implement an insight and prospect development strategy for P&P, ensuring it is agile and focussed on impact.
- Conceive, develop, and lead projects to streamline and improve internal systems and processes to ensure the most effective working methods.
- Shape a more agile function that empowers the department to work collaboratively with insight, encouraging a culture where each member of the team understands and carry out basic research, enabling them to collaborate with the IPD team on the work that will meaningfully enhance our work.

Pipeline and Prospect Management

- Collaborate with fundraising colleagues to track, analyse, and report on prospect management activities, determine reporting needs, and create strategies for identifying new prospects in line with departmental needs.
- Conduct gift pyramid and prospect pipeline analyses to assess current and future prospects needed to achieve fundraising goals.
- Develop a consistent approach to pipeline management that provides clarity and strategic insight to senior leadership, heads of teams and individual team members, working towards a P&P department pipeline that reflects our activity and potential across our high value portfolio.
- Refresh our portfolio strategy, continuing to lead regular prospect review meetings with the Major Gifts team to discuss barriers and advise fundraisers on next actions, while also identifying improvements and additional ways to empower our fundraising teams.

Relationships

- Develop a thorough understanding of the organisation and its stakeholders. Build strong internal relationships with colleagues at all levels.
- Support the engagement of a broader audience of senior leadership and volunteers in prospect identification and in engaging potential warm supporters.
- Network with other sector professionals to develop specialised knowledge and share ideas. This will include representing the team at internal and external meetings.
- Proactively participate in team meetings, training and conferences as agreed with the Head of Insight and Partnership Development, maintaining an in-depth understanding of the fundraising sector.
- Play a key role in delivering our 'one team, one target' culture, promoting the work of IPD across P&P, particularly with teams that have less experience of benefitting from fundraising intelligence.

Data

- Play a critical role in our Love CARE project, shaping and guiding how the department use data and supporter insight and work seamlessly with our CRM to create a holistic donor journey and improve data analysis and reporting. Implement and improve internal systems to capture and identify potential major supporters and disseminate the information to the relevant individuals or teams.
- Induct new members of the department into CARE best practice, and support our wider team with putting CRM use, data and donor insight at the heart of how we work.
- Work with colleagues across Marie Curie to model and shape a data-driven culture, supporting the design of effective management reporting, analysis and visualisation for the P&P Management Team and Senior Leadership.
- Act as GDPR lead for P&P, ensuring we have a robust framework in place to support our fundraising teams and ensure our systems and data are compliant.

- Keep abreast with best practice and ensure that all prospect research complies with the Data Protection Act and ICO recommendations, updating and briefing the team as required.

Insight

- Lead on comprehensive sector and audience insight, working across the department and organisation to understand the high value landscape and shape Marie Curie's place within it.
- Provide thorough and accurate insight to inform donor development and stewardship plans.
- Deliver a professional programme of timely, concise briefings to ensure our senior leadership team have the insight they need to cultivate and steward our most important supporters.

Team

- Evaluate existing and new research resources to ensure that the most effective tools are available to the team and purchase research resources within the agreed budget (including liaising with suppliers).
- Meet individual objectives and performance criteria and contribute to the overall strategy of the Major Gifts Team.
- Line manage a Prospect Research Executive, which will include responsibility for overseeing their workload, training and induction, performance development and regular coaching and feedback in one-to-one meetings.

Key Liaisons

- IPD Team, Major Gifts Team, Special Events Team, Corporate Partnerships and Business Development Teams, Statutory and Lottery Team, Scotland and Northern Ireland Team, Heads of Team and the Head of Philanthropy and Partnerships
- Other colleagues inside and outside the department, particularly Business Improvement, Database Services, Fundraising Insight and Strategy, Fundraising Finance, Risk and Compliance, and Mid Value.
- Senior leadership: Director of Fundraising, Executive Director of Fundraising, Chief Executive's Office.

General

- Marie Curie operates a no-smoking policy and the post holder should either be a non-smoker or be prepared not to smoke in any Charity premises, grounds or vehicles or when on Marie Curie business outside the office.
- Adhere to all health and safety and fire regulations and to co-operate with the Charity in maintaining good standards of health and safety.
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the Charity into disrepute.
- Promote and sustain a responsible attitude towards equal opportunities and diversity within the Charity.
- Demonstrate a commitment to on-going registration requirements or any national professional or occupational standards associated with the role.
- Demonstrate a commitment to on-going learning and development and to participate in any training relevant to the role.
- For designated roles, the post holder will be responsible for health and safety, business continuity planning and/or risk management. (These responsibilities will be notified on appointment).

This job description is not exhaustive; it merely outlines the duties and is subject to change in consultation with the post holder.

Person Specification

Job title **Senior Partnership Insight Manager**

Criteria	Essential	Desirable	How assessed
Experience	<p>Significant experience in conducting high-level research on individuals, trusts and corporations. Mastery of a variety of resource materials</p> <p>Good working knowledge of major gifts fundraising, prospect management and using data management techniques to support fundraising</p> <p>Experience of working with fundraising or customer databases, complying with data protection regulations, and making appropriate data management recommendations</p> <p>Experience in developing and implementing strategies</p> <p>Line-management experience</p>	<p>Experience of working with CARE (donor database)</p> <p>Experience of market research and/or audience insight techniques.</p> <p>Experience of Power BI or similar software.</p>	CV / Interview
Skills / Abilities	<p>Very strong research and analytical skills and the ability to present research findings persuasively to lay audiences (internal and external)</p> <p>Ability to communicate effectively; excellent and succinct writing and reporting skills</p> <p>Innovative and proactive approach with the ability to apply principles of logical thinking to a wide range of intellectual and practical issues while maintaining creativity in problem-solving</p> <p>Excellent interpersonal and relationship building skills, a proven track record of working collaboratively and influencing at a senior level</p> <p>Ability to work autonomously and make agile decisions</p> <p>Act confidently as departmental lead</p>	<p>Project management</p> <p>Awareness of and interest in data analytics and visualisation.</p>	CV / Interview

	<p>in a variety of project areas.</p> <p>High level of IT literacy, including familiarity with web search engines, plus an up-to-date knowledge of Microsoft Word, Excel and PowerPoint</p> <p>Excellent organisational skills and the ability to work well under pressure and meet multiple competing deadlines in a complex environment</p> <p>Ability to train others on simple and complex processes</p>		
Qualifications, training and education	Educated to degree level standard or equivalent		CV / Interview
Personal qualities	<p>Diplomatic</p> <p>Meticulous</p> <p>Naturally inquisitive</p> <p>Persuasive</p> <p>Creative</p> <p>Results orientated with a positive outlook</p>		
Other requirements	Willingness to travel as needed		CV / Interview

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mariecurie.org.uk

Charity reg no. 207994 (England & Wales), SC038731 (Scotland) A003



Care and support
through terminal illness