



Classified Job Descriptions

Job Description Type:	Specific Job Description	Region:	LACR
Category:	IP (International Professionals)	Country:	Panama
Reason for Classification:	Revised responsibilities	Duty Station:	Panama
Level:	P-4	Office:	Panama, LACRO
Title:	Market Development Manager	Section:	PPF
Title Information in Parenthesis:		Unit:	
CCOG Code:	1K01	Case Number:	
UNICEF Code:	FRA	Post Number:	17461
Classified by:	Zsuzsa Penczu	Classified Date:	1/31/2025

Organizational Context:	<p>The Private Fundraising and Partnerships (PPF) Division works with National Committees and UNICEF Regional and Country Offices, as well as other HQ divisions, to maximize income and influence from the private sector for the delivery of the UNICEF Strategic Plan. The Division is based in Geneva, and the Latin America and Caribbean Regional Office is based in Panama, providing strategic and technical support to PSFR Country and Cluster Offices in the Region.</p> <p>Country Offices in Latin American and the Caribbean engage increasingly with the private sector – both for income and influence, and revenue has grown significantly in recent years.</p> <p>This post sits within the Latin America and Caribbean Regional Office reporting to the Regional Chief, Private Sector Fundraising and Partnerships, with close strategic and technical liaison with the Private Fundraising and Partnerships (PPF) Division. The LAC PSFR Cluster Manager reports to the post.</p>
Purpose of the Job:	<p>This post is responsible for maximizing results from private sector fundraising - and broader engagement with the private sector - in line with UNICEF's global private sector resource mobilization strategy. The post holder will work with LAC's PSFR COs to support the development and implementation of private sector strategies and portfolio for their country context and conditions. Depending on the country, this will encompass all or some of the private sector audiences – Individuals, Business, Major Donors, Foundations and Faith & Membership</p>
Key functions, accountabilities and related duties/tasks:	<ul style="list-style-type: none"> - Maximizes results from private sector fundraising by linking Private Sector Plans with country programme planning processes. - Acts as a focal point for the strategic development of private sector fundraising (PSFR) - and broader engagement with the private sector - for LAC's nine PSFR operations. To maximize opportunities, advise on the optimal strategic portfolio for these countries - including choice of audiences, outcomes, strategies, and channels. - Guides and supports the COs to develop and keep updated Private Sector Plans (PSPs) (and annual budgets and quarterly reporting cycles) aligned with the global private sector Resource Mobilization Strategy, adapted to the country context, to maximize opportunities for growth in income and other results. Works with PFP Managers/Specialists to ensure that appropriate support is provided to the designated COs.

- Drives the maximization of investment in fundraising to optimize income growth – both from retention of fundraising income (under the CO budget), and from PFP investment funds. Advises on allocating PFP investment funds to the COs, preparing investment proposals, and monitoring implementation and reporting.
- Monitors and evaluates the PSFR performance of the COs identifying strengths and areas for improvement. This includes a detailed analysis of annual PSFR results by channel, income type and comparison to long-term targets. Assures the COs have in place robust monitoring, analysis, and reporting, and that they comply with PFP's reporting requirements.
- Ensures that the necessary market knowledge and data analysis (e.g. donor performance, brand, market trends, performance data) informs decision-making.
- Transmits to the COs global PFP strategic direction, policy, and guidance for all private fundraising and engagement activities and supports its application within the regional context.
- Drives fundraising innovation across the PSFR COs to accelerate revenue growth from private sector.
- Supports knowledge management by sharing learning between the PSFR COs and the global private sector network of COs and National Committees (to and from the network) and drives the application of global best practices in the PSFR COs. Stays in touch with the latest thinking and trends and contributes to UNICEF's global private sector expertise.
- Ensures that the PSFR COs have in place adequate procedures for systematically managing and mitigating risks inherent in private sector fundraising and partnerships, as part of the UNICEF Enterprise Risk Management approach. Ensures compliance with PFP's due diligence policy and processes for private sector partnerships.
- Contributes to the overall work of LAC PFP to maximize private sector results in the region.
- As part of the managerial role, establishes clear individual performance objectives, goals and timelines; and provides timely guidance to enable its supervisees to achieve their goals.

Impact of Results:

This position will focus on driving private-sector engagement to maximize revenue and impact across the LAC region by accelerating sustainable long term revenue growth for UNICEF programs, to improve the lives of children and communities in the LAC Region and globally.

Is this role a Representative, Deputy Representative, Chief of Field Office, the most senior Child Protection role in the office, Child Safeguarding Focal Point, or Investigator (OIAI)?:

No

Is this post a Direct contact role in which incumbent will be in contact with children either face-to-face, or by remote communication, but the communication will not be moderated and relayed by another person?:

No

Is this post a Child Data role in which incumbent will be manipulating or transmitting personal-identifiable information on children such as names, national ID, location data, or photos)?:

No

The selected candidate for this position will be required to engage with vulnerable children:

No

Competencies and level of proficiency required:

Core Values:
Care
Respect
Integrity
Trust
Accountability
Sustainability

Core Competencies:
Nurtures, Leads and Manages People (1)
Demonstrates Self Awareness and Ethical Awareness (2)
Works Collaboratively with others (2)
Builds and Maintains Partnerships (2)
Innovates and Embraces Change (2)
Thinks and Acts Strategically (2)
Drives to achieve impactful results (2)
Manages ambiguity and complexity (2)

Recruitment Qualifications:

Education requirements: An advanced university degree (a master's degree) in international development, finance, economics, public or business administration, or a closely related field is required.

Experience required: A minimum of 8 years of relevant and progressively responsible professional work experience, including private sector fundraising across Individual Giving, Business, Philanthropy and Foundations.

Experience of leading a private sector fundraising operation in its different modalities (Individual Giving and/or High Value Partnerships) is a strong advantage.

Experience of private sector fundraising in different countries/regions is a strong advantage. Knowledge and experience of how country offices/programme countries work, including country programme planning processes and management work and flows is a strong advantage.

Language requirements: Fluency in English and Intermediate Spanish is required. Knowledge of another official UN language (Arabic, Chinese, French or Russian) is an asset.

Attachments:

[Classified Job Descriptions - Private Sector Fundraising Specia.pdf](#)
[Org Chart - PFP.png](#)
[SJD Market Development Manager P4 #17461 Final.doc.pdf](#)

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