

TERMS OF REFERENCE

Individual Consultant: Data Analyst, Individual Giving (open to National Consultants only)

Duty Station: New Delhi

Contract Duration: 12 months

Closing Date: 31st March 2025

1. BACKGROUND AND PURPOSE

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does, i.e. in programs, in advocacy and in operations. The equity strategy, emphasizing the most disadvantaged and excluded children and families, translates this commitment to children's rights into action. For UNICEF, equity means that all children have an opportunity to survive, develop and reach their full potential, without discrimination, bias or favoritism. To the degree that any child has an unequal chance in life in its social, political, economic, civic and cultural dimensions her or his rights are violated. There is growing evidence that investing in the health, education and protection of a society's most disadvantaged citizens addressing inequity not only will give all children the opportunity to fulfil their potential but also will lead to sustained growth and stability of countries. This is why the focus on equity is so vital. It accelerates progress towards realizing the human rights of all children, which is the universal mandate of UNICEF, as outlined by the Convention on the Rights of the Child, while also supporting the equitable development of nation.

Under the general supervision of the Fundraising Manager, Individual Giving, the incumbent will be responsible for analysing campaign performance, optimizing data-driven strategies, and providing insights to improve donor acquisition and retention. Responsibilities include tracking key fundraising metrics, managing data integration, and developing reports using analytics tools. The role requires expertise in Google Analytics, paid media platforms, BI tools, and CRM systems.

Purpose of Assignment:

The consultant will support UNICEF India's Paid Media Team in optimizing digital fundraising efforts by leveraging data analysis, insights, and reporting. The role focuses on tracking campaign performance, identifying trends, and providing data-driven recommendations to enhance donor acquisition and retention. These deliverables will leverage specialized skills and knowledge not readily available within UNICEF to achieve clearly defined outcomes within a set timeframe.

2. SCOPE OF WORK

Data Analysis & Reporting:

- i. Analyse performance data from paid media campaigns (Meta, Google Ads, Programmatic, etc.).
- ii. Develop dashboards and reports for key fundraising metrics such as CPA (Cost per Acquisition), ROAS (Return on Ad Spend), and donor lifetime value.
- iii. Identify trends, patterns, and insights to improve campaign effectiveness.

Campaign Performance Optimization:

- i. Work with the Paid Media team to test and refine targeting, creatives, and ad placements.
- ii. Provide insights to optimize budget allocation for better ROI.
- iii. Support A/B testing and audience segmentation for fundraising campaigns.

Data Management & Integration:

- i. Ensure data integrity and consistency across platforms like Google Analytics, CRM (Salesforce), and ad accounts.
- ii. Assist in integrating data from various sources to create a unified performance view.

Predictive Analytics & Donor Insights:

- i. Use data modelling techniques to predict donor behaviour and optimize retention strategies.
- ii. Analyse donor segmentation and engagement patterns to enhance lifetime value.

Collaboration & Knowledge Sharing:

- i. Work closely with internal teams (Digital Fundraising, IT, CRM, and Paid Media).
- ii. Present data-driven insights and recommendations to stakeholders.
- iii. Stay updated with digital fundraising trends and analytical tools.

DELIVERABLES:

Performance Dashboards & Reports – Develop at least 3 interactive dashboards (Google Data Studio/Power BI) for tracking paid media fundraising performance, donor acquisition cost, and ROI.

Campaign Insights & Optimization Reports – Provide monthly data analysis reports with actionable recommendations to improve ad performance, budget allocation, and audience targeting.

Data Integration & Cleanup – Ensure data accuracy across 3+ platforms (Google Analytics, CRM, Paid Media Channels) by auditing and resolving discrepancies in tracking.

A/B Testing Analysis – Conduct at least 2 A/B test evaluations on campaign creatives, landing pages, or targeting to improve conversion rates.

Predictive Insights & Donor Segmentation – Generate 1 predictive analysis report on donor behaviour, retention trends, or high-value donor identification.

Training & Knowledge Sharing – Conduct 1-2 knowledge-sharing sessions with the paid media team on best practices for data-driven decision-making.

3. MAJOR TASKS AND ACTIVITIES TO BE ACCOMPLISHED

S. No.	Deliverables/Outputs	Timeline for submission of Deliverable
1.	• Paid Media Performance Audit Report [A comprehensive assessment of past and current fundraising campaign performance, highlighting key trends, gaps, and opportunities.]	27 th April 2025
2.	• Data Tracking & Integration Report [A documented review of data discrepancies across Google Analytics, CRM (Salesforce), and paid media platforms, with recommendations for standardization]	24 th May 2025
3.	• Fundraising KPI Dashboard [An interactive dashboard (Google Data Studio/Power BI) to track donor acquisition, retention, ROAS, and CPA in real time.]	23 rd June 2025
4.	• Donor Segmentation & Behavior Analysis Report [A detailed report on donor segmentation, retention patterns, and insights to improve targeting strategies.]	20 th July 2025
5.	• A/B Testing Report #1 (Ad Creatives & Messaging) [Analysis of at least two A/B tests on ad creatives/messaging, with performance insights and optimization recommendations.]	18 th August 2025
6.	• Budget Allocation Optimization Report [A data-driven recommendation report on how to reallocate paid media budget across channels for better fundraising efficiency.]	21 st September 2025
7.	• Predictive Donor Value Report	25 th October 2025

	[A predictive model analysis forecasting donor lifetime value and high-value donor identification.]	
8.	<ul style="list-style-type: none"> • A/B Testing Report #2 (Landing Pages & Conversion Rates) [Findings from A/B tests on landing pages, optimizing for higher donation conversion rates.] 	22 nd November 2025
9.	<ul style="list-style-type: none"> • Paid Media Attribution & Donor Journey Report [A report analysing the donor journey and multi-touch attribution insights to refine paid media strategies.] 	25 th December 2026
10.	<ul style="list-style-type: none"> • Digital Fundraising Strategy Optimization Report [A strategy document with consolidated insights from previous reports and data-backed recommendations for the next fundraising cycle.] 	29 th January 2026
11.	<ul style="list-style-type: none"> • Internal Training Session on Data-Driven Fundraising [A hands-on recorded training session for UNICEF’s fundraising and paid media teams on data analysis, campaign insights, and optimization techniques.] 	19 th February 2026
12.	<ul style="list-style-type: none"> • End-of-Year Performance Review & Roadmap Report [A comprehensive year-end report assessing key fundraising metrics, campaign success, and a data-driven roadmap for the next year.] 	30 st March 2026

4. DUTY STATION

New Delhi

5. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)

No travel anticipated.

6. ESTIMATED DURATION OF CONTRACT

12 months

7. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Qualification:

Bachelor’s/master’s degree in data science, Analytics, Statistics, Marketing, or related fields.

Years of Experience/Knowledge/Expertise/Skills required:

Mandatory experience and skills:

- Minimum 5 years in data analytics, preferably in digital fundraising, paid media, or digital marketing.
- **Technical Skills:**
 - o Proficiency in Google Analytics, Google Ads, Facebook Ads Manager, SQL, and Excel.
 - o Experience with BI tools like Tableau, Power BI, or Google Data Studio.
- **Analytical & Problem-Solving Skills:** Ability to derive actionable insights from complex datasets.
- **Communication:** Strong ability to translate data insights into clear recommendations for non-technical stakeholders.

Preferred Experience:

- Knowledge of Python/R for data analysis is a plus.
- Familiarity with CRM systems (e.g., Salesforce) and fundraising data is a plus.

Language requirements:

- Fluency in English is required.

8. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)

Technical and Financial ratio is 70:30 (technical proposal-70 points and financial proposal-30 points)

S. No.	Evaluation Criteria	Max. Marks	Min. Marks
1.	Expertise in Data Analytics & Fundraising Performance Tracking (15 Points) <ul style="list-style-type: none"> • Proficiency in Google Analytics, Google Ads, Facebook Ads Manager, CRM systems (e.g., Salesforce), and BI tools (Power BI/Tableau). • Experience in tracking, measuring, and analysing fundraising or paid media campaign performance. • Ability to develop interactive dashboards and automated reports for donor acquisition and retention. 	15	28
2.	Data-Driven Campaign Optimization & Predictive Analytics (15 Points) <ul style="list-style-type: none"> • Proven experience in A/B testing, audience segmentation, and conversion rate optimization for digital fundraising. • Knowledge of budget allocation strategies and donor lifetime value analysis using predictive modelling • Ability to provide actionable insights based on campaign performance data. 	15	
3.	Reporting, Communication & Training Capabilities (10 Points) <ul style="list-style-type: none"> • Strong ability to translate complex data insights into clear reports for non-technical stakeholders. • Experience in conducting training sessions and knowledge-sharing on data-driven decision-making. • Effective presentation and documentation skills, ensuring insights drive strategy improvements. 	10	
	Sub-Total	40	28
4.	Written Examination	20	14
5.	Interview	10	07
	Total	70	49

Note: Applicants scoring 28 marks (out of 40) will be called for written examination. Applicants scoring 14 marks (out of 20) in written examination will be called for interview. Applicants need to score minimum 07 marks (out of 10) in interview to qualify in technical evaluation.

9. PAYMENT SCHEDULE

Payment will be made on submission and acceptance of deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

10. IMPORTANT NOTES

- Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.
- The selected candidate is solely responsible to ensure that the health insurance (and visa if applicable) required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.

- UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

HOW TO APPLY:

The application to be submitted through the online portal and must contain three separate attachments, as follows:

1. A Cover Letter (max 2 pages) detailing the suitability of the candidate for the job in terms of education background, experience, and professional certification, if any (**to be uploaded online under “Cover Letter” tab**)
2. An updated CV demonstrating all requirements stated above (**to be uploaded online under “Resume” tab**)
3. A financial proposal indicating all-inclusive amount against each of the deliverable, as per the template attached. Please do not forget to specify your name in the file while saving (**to be uploaded online under “Financial Proposal” tab**).

Important Note: Please do not indicate financials anywhere else in the online application form, please mark "n/a or 00", under the fee related questions in the online application form.

Without all the above three documents, your application will be considered incomplete and invalid and will not be considered further.

- Any attempt to unduly influence UNICEF’s selection process will lead to automatic disqualification of the applicant.
- Joint applications of two or more individuals are not accepted.
- Please note, UNICEF does not charge any fee during any stage of the process.
- Women, trans, non-binary and gender diverse candidates meeting the requirements are strongly encouraged to apply.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.
- General Terms and Conditions for the Consultancy Contract is attached, for your reference.

For any clarifications, please contact:

UNICEF

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