



SPECIFIC JOB PROFILE

I. Post Information

POST NUMBER/ CASE NUMBER: BAN NPFO01

POST/CASE NUMBER OF SUPERVISOR: Post # 118225

REASON FOR CLASSIFICATION: No GJP is available in the system.

REGION/DIVISION: ROSA

COUNTRY: Bangladesh Country Office

DUTY STATION: Dhaka

OFFICE:

SECTION: Resource Mobilization & Partnerships

UNIT:

CATEGORY: National Officer

PROPOSED LEVEL: NO-2

JOB TITLE: Private Sector Fundraising Officer

Functional Code:

ICSC CCOG Code:

II. Strategic Office Context and Purpose for the job

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — 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 fulfill 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 nations.

Strategic office context:

Please provide an overview of the office context in which this position works, briefly summarizing

1.) UNICEF's current objectives in that particular office/division;

The 2022-2026 Government of Bangladesh-UNICEF country programme is based on impressive socio-economic development achieved by Bangladesh over the last few decades. It contributes to the country's Eighth Five-Year Plan (2020-2025) with its focus on: rapid recovery from COVID-19; inclusive growth that lowers poverty and improves economic and social equity; sustainable development resilient to disaster and climate change; successful management of urbanization; development of critical institutions; and attaining the Sustainable Development Goals.

Bangladesh has been one of the fastest growing economies over the last one and a half decades. An expected graduation from the Least Developed Country (LDC) status in 2026 may attract more foreign direct investments while introducing new challenges including the loss of favourable trade terms and reduced ODA inflow.

Bangladesh has maintained a high pace of poverty reduction and its below-poverty-line population was reduced to 21.8% of the total population in 2018. At the same time, income disparity as measured by Gini coefficient has been consistently rising since 1990s. There are significant risks of the reversal of trends for both poverty and disparity reductions due to the impact of COVID-19 pandemic. Bangladesh is ranked as 133 out of 189 countries both regarding human development and gender inequality. Resource allocations to social sectors have historically been low compared with international averages with spending on health as percentage of GDP being the lowest and on education the third lowest in the world.

2.) The specific role of the position's section in contributing to their achievement

The Resource Mobilization and Partnerships Unit (RMPU) of UNICEF Bangladesh is strategically positioned within the Office of the Deputy Representative - Programme. Reporting under the Programme Efficiency Outcome at the country office level, the RMPU plays a pivotal role in advancing the objectives outlined in the UNICEF Bangladesh Country Programme Document. The main aim of the RMPU is to effectively mobilize resources that are essential for achieving targeted programme outcomes which directly impact child rights protection in Bangladesh.

The RMPU operates based on a comprehensive Strategy and Donor Action Plan, which are formulated through an inclusive consultative process. This strategic framework guides the unit in its dual mission: fundraising and the development of partnerships with both the public and private sectors. The goal is not only to secure but also to enhance financial resources necessary for the support and expansion of UNICEF-backed initiatives.

Through sustained and increased public and private sector income, the RMPU aims to significantly bolster UNICEF's efforts in advocating and safeguarding child rights across Bangladesh. This approach ensures a robust support system for children, enabling impactful and sustainable interventions aligned with global and regional priorities of UNICEF.

Purpose for the job:

Under the general guidance of the Chief of Resource Mobilization and Partnerships and direct supervision of the Private Sector Fundraising lead in Bangladesh, the position will support the overall coordination, planning, development, and realization of the country office's Resource Mobilization strategy, in line with UNICEF's regional and global priorities and strategies in this regard. The Private Sector Fundraising Officer will play a crucial role in developing and executing innovative high-value partnerships and fundraising campaigns, both digital and offline. This position is pivotal for ensuring smooth collaboration with the South Asia Private Sector Cluster in Kathmandu, Nepal and enhancing the fundraising capabilities of the UNICEF Bangladesh country office. The officer will contribute significantly to the mobilization of resources aimed at supporting programmes that enhance the lives of children in Bangladesh.

III. Key functions, accountabilities, and related duties/tasks:

Please outline the key accountabilities for this position and underneath each accountability, the duties that describe how they are delivered. Please limit to four to seven accountabilities.

1. Strategic Fundraising Initiatives and High-value Partnerships:

- **Cultivate High-value Partnerships:** Identify and engage key stakeholders and donors who align with UNICEF's mission, leveraging the regional network and insights from the South Asia Private Sector to target potential partners in Bangladesh.
- **Innovative Fundraising Campaigns:** Develop and implement creative fundraising initiatives that integrate digital and traditional methods, tailored to the regional context, ensuring campaigns are culturally and economically relevant.
- **Coordination with the South Asia Private Sector Cluster:** Regularly align and integrate local fundraising strategies with regional objectives, utilizing the Core Cluster's expertise in market trends and digital strategy to enhance campaign effectiveness and reach.

2. Campaign Management and Coordination:

- **Integrate Digital and Traditional Fundraising Methods:** Coordinate comprehensive campaign strategies that effectively blend digital innovations with traditional fundraising approaches. This

integration is guided by insights from the South Asia Private Sector Cluster, ensuring that each campaign leverages the strengths of both methods to engage a broader audience across the region.

- **Develop Resonant Campaign Materials:** Collaborate closely with the Communications team to create compelling campaign materials. Utilize data and trends to tailor these materials to the cultural and economic nuances of the region, ensuring they resonate with a diverse array of donors and stakeholders.
- **Monitor and Analyze Campaign Performance:** Continuously track and assess the performance of fundraising campaigns, using analytical tools and metrics aligned with UNICEF Bangladesh and the South Asia Private Sector Cluster's. This ongoing evaluation helps in fine-tuning the campaigns, adjusting strategies as needed to maximize effectiveness and meet or exceed fundraising targets.

3. Stakeholder Engagement and Relationship Management:

- **Sustain and Enhance Existing Partnerships:** Maintain active engagement with current partners through consistent communication and updates, employing relationship management strategies to ensure uniformity and effectiveness across the region.
- **Scout for New Partnerships:** Strategically identify new partnership opportunities by analyzing regional and local economic trends and sectors with potential for high-impact collaborations, supported by data and networking opportunities identified.
- **Organize and Lead Engagement Activities:** Host and participate in meetings, workshops, and forums to foster dialogue with stakeholders, coordinate these activities to ensure they are strategically aligned with regional efforts, and use these platforms to advocate for UNICEF's mission and strengthen partnerships.

4. Research and Market Analysis:

- **Conduct Thorough Market Research:** Perform in-depth analysis to identify new fundraising opportunities within Bangladesh, utilizing tools and resources available and suggesting new as appropriate. This involves gathering and synthesizing data on potential donors, market trends, and economic indicators to uncover untapped areas for resource mobilization.
- **Understand Donor Preferences:** Delve into the preferences and behaviors of existing and potential donors to tailor fundraising approaches accordingly. This includes studying donor giving patterns, preferences for engagement, and feedback on past initiatives, conducting analysis and gathering insights.
- **Analyze Trends:** Regularly review local, regional and global fundraising trends, using this information to stay ahead of shifts in the fundraising landscape. This continuous analysis helps in predicting changes in donor behavior and market dynamics, ensuring UNICEF's strategies remain proactive and responsive.
- **Adapt Fundraising Strategies:** Utilize findings from ongoing research and trend analysis to refine and evolve fundraising strategies. Work in close collaboration with the RMPU team and South Asia Private Sector Cluster to ensure that adaptations are well-informed and aligned with broader regional strategies, aiming to maximize the effectiveness and extend the reach of fundraising campaigns.

5. General Coordination and Support:

- Provide logistical support for fundraising activities and donor visits, ensuring seamless execution and compliance with UNICEF's standards.
- Assist in the preparation of reports, briefs, and presentations for internal and external audiences.
- Provide coordination support to various fundraising activities and donor engagements.
- Represent RMPU in various intra-office meetings, ensuring alignment with RMPU strategy and effective communication flow.
- Provide any other support as requested by the Supervisor and RMPU Chief.

IV. Impact of Results

The effectiveness and efficiency of the support provided by the Private Sector Fundraising Officer; NOB (National Post) are crucial in achieving the resource mobilization targets of UNICEF Bangladesh. This role significantly enhances the capabilities of the Resource Mobilization and Partnerships Unit (RMPU) to deliver programmes that safeguard the rights of the most vulnerable women and children in Bangladesh. Crucially, this position also ensures strong collaboration with the South Asia Private Sector Cluster, enhancing strategic alignment and amplifying fundraising efforts across the region, thereby boosting the overall impact of resource mobilization activities.

The Private Sector Plan for the country office aligns with UNICEF's global private sector strategy, translating strategic visions into actionable plans with clear, measurable outcomes. Achieving these goals enables UNICEF to meet its programmatic objectives at both national and global levels, supported by the synergies created with the South Asia Private Sector Cluster.

With clear roles and responsibilities defined within the Private Sector Fundraising (PSFR) framework, all staff members can contribute effectively. This collaborative effort fosters a conducive environment within the country office and in coordination with regional efforts, crucial for achieving the overarching PSFR goals.

V. UNICEF values and competency Required (based on the updated Framework)

i) Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability
- Sustainability

ii) Core Competencies (For Staff with Supervisory Responsibilities)

- Nurtures, Leads and Manages People ()
- Demonstrates Self Awareness and Ethical Awareness ()
- Works Collaboratively with others ()
- Builds and Maintains Partnerships ()
- Innovates and Embraces Change ()
- Thinks and Acts Strategically ()
- Drive to achieve impactful results ()
- Manages ambiguity and complexity ()

iii) Core Competencies for Staff without Supervisory Responsibilities

- 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)

VI. Recruitment Qualifications

Education:	<ul style="list-style-type: none"> • University degree in Marketing, Business Administration, International Relations, or a related field.
Experience:	<ul style="list-style-type: none"> • At least two years of professional experience in fundraising, partnership management, or a related field. Experience in digital fundraising campaigns and working with high-value donors is highly desirable. Experience on analytics, database use and due diligence will be an added advantage.
Language Requirements:	<ul style="list-style-type: none"> • Fluency in Bangla and English (speaking, reading and writing) are required.

VII. Child Safeguarding

(Please respond with Yes or No)

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