

**UNICEF Mexico Country Office
Temporary Appointment
Terms of Reference [TOR]**

Post Title	Fundraising Associate (Value Max)	Post Level	GS-6
Contract duration	364 days with possibility of extension	Duty Station	Mexico City, Mexico

Job organizational context and purpose for the job

UNICEF works in over 190 countries and territories to save children’s lives, defend their rights, and help them fulfill their potential, from early childhood through adolescence.

At UNICEF, we are committed, passionate, and proud of what we do. Promoting the rights of every child is not just a job – it is a calling.

UNICEF is a place where careers are built: we offer our staff diverse opportunities for personal and professional development that will help them develop a fulfilling career while delivering on a rewarding mission. We pride ourselves on a culture that helps staff thrive, coupled with an attractive compensation and benefits package.

Visit [our website](#) to learn more about what we do at UNICEF.

For every child, results

Mexico’s fundraising operation focuses on individual giving where cultivation and development (C&D) of donors play a key role in sustaining the growth of income in the country. C&D is based on maximizing the value of the individual giving channel. To sustain and improve retention of current donors and new marketing activities to assure that Mexico is maximizing the value in fundraising.

The Individual Giving operation is getting bigger, more complex and challenging. The growth in the number of pledge donors and the diversification of acquisition channels, require a more complex strategy to reduce attrition and assure value maximization.

For more information related to the work of our office in Mexico, please visit our website: [UNICEF Mexico](#), the video of our amazing results in 2023: [A good six-year term for children: Un buen sexenio para la niñez](#) or read our [Annual Report 2023: Informe Anual 2023 UNICEF México](#).

Purpose for the job: Under the supervision of the Fund Raising Officer (Donor Retention - Individuals), the incumbent with the support of the retention officer will be responsible for the planning, implementation, monitoring and evaluation of value maximization plans in accordance to PFP-IG objectives; and to ensure a Donor Engagement journey to maximize the value of current donors.

Key End Results

- 1. Provides strategic and technical support for planning, implementing and monitoring of the value maximization strategy and campaigns calendar, objectives, metrics and KPIs.**
 - Propose and support the definition of objectives, strategies, content, design, components, and timing for various cultivation and optimization campaigns.
 - Effectively implements and coordinates Telemarketing optimization campaigns defined in the Annual Plan, in every variety of operation, be it in-house, outsourced or under a partnership.
 - Supervises the contact centers agencies towards the goals and gives all the tools it needs to maximize its targets (segmented, database, training, scripts, information, UNICEF materials, etc).
 - Ensure all technical support required for developing KPI reports related to optimization campaigns is available, including reporting systems, performance evaluations, and goal tracking.
 - Provides technical support for the negotiation and agreements, looking for the best possible conditions for UNICEF, with the different vendors and partners.
 - Deliver training to outsourced call centers to support the achievement of optimization campaign goals.
 - Maintain communication with donor cultivation and development specialists based at the regional office.
 - Assist in the rapid and efficient activation of emergency fundraising plans within the team driving each communication channel.

- 2. Track regular monitoring and evaluation reports with the agencies to ensure maximum impact and continuous improvement of the campaigns. Sharing results and reports on a timely basis.**
 - Provides feedback on the performance of the optimization campaigns based on the monitoring.
 - Assist in the reallocation of resources and recalculation of campaign goals and marketing strategies regarding the value maximization of the donor.
 - Monitors and assures all the information is up to date for the database and BI area in order to develop reports for the agreed performance indicators to drive more efficient management and accountability for results.
 - Researches, synthesizes, and compiles qualitative and quantitative data and information to facilitate the preparation of reports, objectives, activities, etc.
 - Coordinates weekly team meetings with the suppliers for status, deadlines, and monitoring the progress.
 - Support searches and analyzes potential partners and initiatives (media, services companies, direct marketing agencies) to look after new individual fundraising opportunities.

- 3. Develop new communication channels to enhance donors optimization.**
 - Develop more active channels and ways to implement campaigns such as SMS, WhatsApp, email, social media, etc
 - Manage all the platforms of communication such as email, WhatsApp for value max campaigns.
 - Support and/or supervise the creation of the value max content of the donor communications according to the plan.
 - Tests new strategies, channels, proposals, and formats for value max purposes.

- 4. Carries out administrative tasks and responsibilities effectively.**
 - Provides technical support to search and evaluate potential suppliers, prepares terms of reference for quotations and follows up on the processes.

- Participate in the bidding and contract process and any other administrative mechanisms in those cases related to administrative issues.
- Assist in monitoring contracts, budgets, and financial expenditures of the optimization vendors, ensuring compliance with UNICEF rules and regulations, keeping supervisor informed and advised on actions for decision/follow-up.
- Ensure the completion of Achieve Plans (PER) within the proposed deadlines.

5. Promotes cross-functional coordination and collaboration with other areas.

- Supports in the analyzes of the implementation of innovative proposals for Individual Giving (IG) campaigns to maximize pledge donors in close coordination with other IG team members or departments.
- Assist in supervising the correct carried out of procurement processes for individual giving campaigns in close coordination with the Supply dept.
- Maintains a positive and collaborative working relationship with other areas.

Requirements

Education

- Completion of secondary education is required.
- Three (3) years of professional work experience can be substituted with a bachelor's degree in marketing, advertising, communication sciences, business administration, or other related fields.
- An additional two (2) years of work experience can be substituted with a master's degree in marketing, advertising, communication, sciences, business administration, or other related fields.

Work Experience

- A minimum of 6 years of relevant work experience in marketing, promotions, sales, client services, and commercial or fundraising areas.

Languages

- Fluency in Spanish and intermediate level in English is required.

Desired technical experience and skills

- Fundraising experience working in an international organization is an asset.
- Experience and knowledge using the following software will be highly valued: Salesforce, Segment & Twilio, HubSpot, Marketing Cloud or Donor Perfect.
- Experience developing donor journeys and upgrades and extra cash campaigns by telemarketing and/or digital is desirable.
- Experience developing engagement campaigns with WhatsApp, including development of WhatsApp bots is an asset.
- Advanced knowledge of Microsoft Office, especially Excel, will be considered an asset.
- Proven experience coordinating external telemarketing agencies is desirable.
- Experience working in an UN Agency is an asset.

For every Child, you demonstrate...

UNICEF's Core Values of Care, Respect, Integrity, Trust and Accountability and Sustainability (CRITAS) underpin everything we do and how we do it. Get acquainted with Our Values Charter: [UNICEF Values](#)

The UNICEF competencies required for this post are...

- (1) Builds and maintains partnerships
- (2) Demonstrates self-awareness and ethical awareness
- (3) Drive to achieve results for impact
- (4) Innovates and embraces change
- (5) Manages ambiguity and complexity
- (6) Thinks and acts strategically
- (7) Works collaboratively with others

Familiarize yourself with [our competency framework](#) and its different levels.