



## SPECIFIC JOB PROFILE

### I. Post Information

Job Title: Fundraising Officer (Marketing Communications)  
Supervisor Title/ Level: Chief of PFP (P4)  
Organizational Unit: PFP  
Post Location: Manila, Philippines

Job Level: NO1  
Job Profile No.:  
Job Classification Level:

### 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 :**

The Philippine Country Office is a medium-to-large size country office with its base in Manila and a regular field office in Cotabato City. Moreover, the office is situated in a country that is highly exposed to natural hazards. It has its own Private Fundraising & Partnerships (PFP) team which raises funds for its different programs, including emergencies.

The role of the Fundraising Officer (Marketing Communications) will support the different donor communication needs within PFP to ultimately strengthen and expand its work within the Private Sector. UNICEF is aiming to harness the potential of the private sector income to maximize resources and support for children.

#### **Purpose for the job:**

Under direct supervision of the Chief of Private Sector Fundraising and Partnerships, the postholder acts as interphase between the Private Fundraising and Partnerships Team (PFP) and the Communication and Programme Teams to facilitate the planning, implementation, monitoring and evaluation of marketing and communication strategies aimed at raising funds and/or working with companies and other private sector actors to promote and protect child

rights, ensuring full alignment with UNICEF Philippines communication, fundraising, and partnerships goals and guidelines (including branding guidelines), thus enhancing the organization's credibility and brand.

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

#### **1. Marketing and communications**

Provide effective and timely technical advice towards the development of marketing communication plans and content plans aimed at reaching existing/potential individual donors and companies, to secure or maintain their donations or engagement with UNICEF's cause.

- Develop/support the development of marketing communication plans as well as content plans aimed at reaching potential and existing donors as well as potential or existing corporate allies.
- Help identify key segmented audiences, within the above-mentioned groups, and guide efforts by fundraising colleagues to reach and engage those audiences as part of fundraising/alliance-building efforts.
- Support efforts of corporate and major donors/key influencer fundraising colleagues, by developing the marketing and communication aspects of their proposals and supporting their implementation as needed.

#### **2. External Media - Communication Support for Fundraising**

- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information material in all media formats, in alignment with PFP's objectives.
- Develop effective key messages, Q&As, briefing documents for fundraising/alliance-building initiatives led by PFP.
- In close collaboration with Communication, Programme, and PFP colleagues, prepare background communication and promotional material for briefing and field visits by media, individual and corporate allies. Collaborate in the planning, logistic and administrative arrangements for these visits, facilitating multimedia production and dissemination of related content.

#### **3. Donor Communications**

Ensure that the production of communication products and material is timely executed and followed up to support the country office's fundraising strategies and resource mobilization efforts as defined by the PFP workplan.

- Develop and/or gather content for fundraising communication materials such as appeals, newsletters, stories with photographs and case studies, for effective donor recruitment and retention, including for emergencies. This may involve writing or commissioning and managing other writers and photographers from time to time.
- Supervise the production of advocacy and communication material for fundraising (e.g., films, videos, audio-visuals, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.) to meet UNICEF brand standards.

- Recommend appropriate information and communication material for use in media, and other advocacy, communication, and fundraising activities.
- Develop Donor Journeys and support Donor Journey mapping activities.
- Supervise implementation of donor journey touchpoints on Salesforce Marketing Cloud.
- Develop fundraising materials for individual, major donors and corporate partners such as Telemarketing scripts, Face to Face Fundraising (F2F) materials, Digital Ads, SEM Copies, Corporate ads and brochures materials, Major Donor and Legacy eDMs, ads, website copies, etc.

#### **4. Copy writing and content production**

Provide effective supervision and advice towards the production of communication/marketing material for fundraising purposes, including copy writing, ensuring quality of content, appropriateness of visual images, written content and tone to target audience (individuals/corporates) and brand alignment, in support of efforts by PFP staff.

- Draft or revise as needed scripts and other written communication content linked to fundraising/alliance-building initiatives led by PFP.
- Direct the pre-production, production and post-production of multimedia content for fundraising/alliance-building purposes, for dissemination through both traditional and digital media channels, including for engagement through social media and ensuring alignment with communication and branding guidelines.
- Compile visual content (photos, videos, infographics, etc.) from already existing internal sources for use in communication activities linked to fundraising/alliance-building efforts.
- Support PFP colleagues in the development of proposals for corporate partners (existing or potential) and related recognition plans by advising on use of images, written content, messaging, branding, etc.

#### **5. Monitoring and evaluation**

- Monitor and evaluate the appropriate and timely dissemination of fundraising donor materials for individual giving materials to target audiences and participate in the evaluation of their impact.
- Use the learnings from the campaigns to improve acquisition and donor retention plans

#### **6. UNICEF Ambassadors and High-Profile Supporters (HPS)**

Under the guidance and supervision of the PFP Chief and Communication Specialists, provide high-level support for engaging with Ambassadors and High-Profile Supporters in support of Fundraising and Partnership goals.

- Develop key messages, Q&As, briefing notes, and proposals for Fundraising campaigns involving Ambassadors and HPS.
- Support the Communication Focal Point for Ambassadors to develop and implement the GWA annual workplans, including learning sessions and providing updates on key advocacy and fundraising campaigns.
- Support Ambassador and HPS in advocacy and fundraising events, meetings, field visits and media activities

### **Core Values attributes**

- Care
- Respect
- Integrity
- Trust
- Accountability

### **Core competencies skills**

Core Competencies (For Staff without Supervisory Responsibilities) \*

- Demonstrates Self Awareness and Ethical Awareness (1)
- Works Collaboratively with others (1)
- Builds and Maintains Partnerships (1)
- Innovates and Embraces Change (1)
- Thinks and Acts Strategically (1)
- Drive to achieve impactful results (1)
- Manages ambiguity and complexity (1)

\*The 7 core competencies are applicable to all employees. However, the competency Nurtures, Leads and Managers people is only applicable to staff who supervise others.

### Technical Knowledge

#### a) Specific Technical Knowledge Required (for the job)

- Proven ability in writing and editing donor communication materials such emails, newsletters, annual reports, direct mail, specific to different target audiences.
- Ability to draft clearly and concisely ideas and concepts in written and oral form in support of donor acquisition and retention campaigns
- Proven ability to effectively manage relationships with high-profile supporters, creative agencies, marketing agencies, partners, and suppliers
- Knowledge of marketing and communication strategies and experience in developing and implementing communications strategies.
- Ability to work well with a team and in diverse, multi-cultural environment

#### b) Common Technical Knowledge Required (for the job group)



- Strong writing and editing skills
- Strong organizational and planning skills
- Strong networking skills
- Strong communications skills
- Analytical and strategic thinking
- Entrepreneurial thinking
- Drive for results

#### c) Technical Knowledge to be Acquired/Enhanced (for the Job)

- UNICEF standards on Branding and Fundraising practices and guidelines
- UNICEF common approach to programmatic issues
- UNICEF standards and policies
- Negotiation skills
- Project management skills

<b>IV. Impact of Results</b>	
<p>The postholder will contribute to the strategic goals of the Fundraising and Partnerships team through strategic planning, development and delivery of marketing and communications strategies, assets, tools, resources, and guidance for Individual Giving and partnerships with companies, foundations and high-net worth individuals - to increase brand awareness, trust, engagement, and ultimately accelerate income for UNICEF.</p>	

<b>VI. Recruitment Qualifications</b>	
Education:	<p>University degree in any of the following: Business, Marketing, Management, Communication, Arts, Social Sciences, International Relations, or a related field. Additional professional experience in fundraising and/or marketing and/or sales, and/or communication, would be an asset.</p>
Experience:	<p>Minimum of one (1) year relevant work experience in creative writing and editing for resource mobilization, marketing, advertising, customer loyalty, and related fields. Excellent writing and editorial skills desired. Experience in private sector fundraising will be an asset.</p>
Language Requirements:	<p>Fluency in English and Filipino is a requirement, both oral and written.</p>
Technical	<p>Candidates must also possess or demonstrate:</p> <ul style="list-style-type: none"> <li>• Strong interpersonal skills</li> <li>• Strong writing and editing skills</li> <li>• Strong organizational and planning skills</li> <li>• Strong networking skills</li> <li>• Strong communications skills</li> <li>• Analytical and strategic thinking</li> <li>• Entrepreneurial thinking</li> <li>• Drive for results</li> </ul>

<b>VII. Signatures- Job Description Certification</b>		
<p>Name: Susanna Snyman Title: Section Chief and Supervisor</p>	 Signature	Date
<p>Name: Thomas Meyerer Title: Representative, OIC</p>	 Signature	Date