



## Classified Job Descriptions

Job Description Type:	Specific Job Description	Region:	<a href="#">EAPR</a>
Category:	<a href="#">NO (National Officers)</a>	Country:	<a href="#">China</a>
Reason for Classification:	Revised responsibilities	Duty Station:	Beijing
Level:	<a href="#">NOA</a>	Office:	Country Office
Title:	Marketing Officer	Section:	Partnerships and Innovation
Title Information in Parenthesis:		Unit:	
CCOG Code:	1K	Case Number:	
UNICEF Code:	FRA	Post Number:	88679
Classified by:	Natalia Paquin	Classified Date:	3/5/2026

Organizational Context:	China CO is a large country office. While demonstrating results for children at scale in China, UNICEF also works with the government, private sector, and other actors to harness the reach and resources of China for the benefit of children globally. The position of Marketing Officer at the NOA level in the China Country Office, in the section of Partnership and Innovation, is pivotal in creating content for outreach to external audiences and donors to ensure our programmes are well understood.
Purpose of the Job:	To support the resource mobilization targets of the new Country Programme Cycle 2026–2030, UNICEF China's Partnerships and Innovation Section is seeking an experienced digital content marketer to deliver fit-for-purpose, sales-driven creative content and marketing services. The incumbent will play a key role in supporting the Individual Fundraising team's acquisition, conversion, and retention efforts across all channels, including digital and social media, telemarketing, offline activations, and other donor engagement modalities. As needed, the incumbent will also assist the manager in providing partnership communications support to the corporate and philanthropy fundraising team. The incumbent will report directly to a senior marketing officer and will work closely with the fundraising team and other sections.
Key functions, accountabilities and related duties/tasks:	<p>Summary of key functions/accountabilities:</p> <p>Acquisition Content Development</p> <ul style="list-style-type: none"> <li>- Collaborate with the Digital team and creative agencies to generate insights into target audience segments, behavioral trends, motivations, and content preferences.</li> <li>- Draft high-quality Chinese-language copy that strategically persuades and guides audiences toward key actions, including becoming a donor or purchasing IG products.</li> <li>- Tailor tone, messaging, and storytelling approaches for specific donor segments and channels, using data, A/B testing, and performance analytics to optimize relevance, engagement, and conversion continuously.</li> </ul> <p>Retention &amp; Loyalty Content</p> <ul style="list-style-type: none"> <li>- Partner with the Retention and Telemarketing teams to engage, retain, and deepen relationships with existing supporters.</li> <li>- Develop compelling narratives and multimedia content that highlight the impact of donor contributions on children in China and in global humanitarian contexts.</li> <li>- Support retention and value maximization campaigns by crafting content that delivers a</li> </ul>

premium, differentiated supporter experience and strengthens UNICEF's donor benefits and loyalty propositions.

#### Support High-Value Channel Outreach & Reporting

- Ensure quality assurance and brand alignment of UNICEF China's donor reports (English version) for corporate partners, philanthropists, and National Committees.
- Support high-value channel donor engagement by preparing tailored case studies, pitch decks, short videos, talking points, and other customized materials as needed.

#### Other tasks

- Maintain and catalogue a multimedia inventory; assist and back up other team members to ensure business continuity.
- Proofread and review agency-produced copy and design materials to ensure brand compliance, accuracy, and quality.
- Perform other tasks as needed to support team priorities and organizational goals.

#### Impact of Results:

To enhance capacity for the creation of audience-centric private sector fundraising content in line with diversified income streams and to absorb the donor reporting function to support the PME section's transition to PMDA.

#### Competencies and level of proficiency required:

##### Core Values:

Care  
Respect  
Integrity  
Trust  
Accountability  
Sustainability

##### Core Competencies:

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)

#### Recruitment Qualifications:

Education requirement: A university degree in one of the following fields is required: Journalism, Marketing, Communications, Advertising, or a related field.

Experience required: A minimum of one year of professional experience in one or more of the following areas is required: Chinese-language content marketing, copywriting, journalism, marketing communications, advertising, or interactive digital/social media.

Strong portfolio in Chinese-language creative storytelling on digital channels and social media platforms, and proven experience of delivering content from start to end with minimum supervision, such as digesting briefs, creative ideation, drafting, and revision based on feedback until finalization is required.

Agility in storytelling and pitching skills for a variety of marketing channels and audiences, with a keen eye for effective marketing copy and creative is required.

Proficiency in design and multimedia editing tools (e.g., Canva, Adobe Creative Suite, Photoshop, and other apps) is required.

Be creative, self-motivated, collaborative, open-minded, able to adapt to new environments, and build rapport with people is required.

Experience in digital fundraising, private-sector marketing, and B2B marketing is desired.

A demonstrated ability to balance multiple projects, priorities, and client communications effectively under tight timelines is desired.

Seeking ways always to improve efficiency and communication is desired.

Language requirements: Fluency in written and spoken Chinese and English is required.

Knowledge of another official UN language (Arabic, French, Russian or Spanish) is an asset.

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:

Recruitment Qualifications:

Attachments:

- [13 88679\\_Marketing-Officer\\_NOA.pdf](#)
- [China CO Organogram\\_2026-2030.pdf](#)
- [Marketing Officer NOA\\_88679\\_March 2026.pdf](#)

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