



UNITED NATIONS CHILDREN'S FUND Job Description

I. Post Information

Job Title:
Fundraising Assistant (Donor Retention)

Supervisor Title/ Level:
NOA, Fundraising Donor Relation Officer

Organizational Unit: **PFP**

Post Location: Bogotá, Colombia

Job Level: **G-5**

Job Profile No.:

CCOG Code:

Functional Code:

Job Classification Level:
G-5

II. Organizational 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. Therefore, 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.

Job organizational context

The Fundraising Assistant (Donor Retention) reports to the **Fundraising Donor Relation Officer, Individual Giving (IG)** at the **G5** level. S/He will support the manager of a medium-sized private sector IG fundraising programme and team, with corresponding complexity including multiple COs within the cluster, and several external suppliers (and with annual revenue **up to US\$15 million**).

Purpose for the job

The Fundraising Assistant (Donor Retention) provides a range of procedural, administrative, and operational support in developing, implementing, executing, and monitoring private sector (PSFR) fundraising activities, ensuring effective and timely delivery that is consistent with UNICEF rules and regulations.

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)*

Summary of key functions/accountabilities:

1. Donor retention and value maximization plan development, planning and execution.
2. Development and implementation of donor journeys.
3. Monitoring, evaluation, and optimization of donor value maximization campaigns.

Donor retention and value maximization plan development, planning and execution:

- Develops and implements the donor retention and value maximization plan, in collaboration with relevant staff members (from FR, communications, program sections) in COs, PFP and partners (for e.g., telemarketing agencies, various service providers: writers, photographers, video content production companies etc.) in the region.
- Analyses donor databases, proposes and implements actions based on donor behaviour, to upgrade, reactivate, convert one-off donors to pledge donors etc. with the goal of increasing donor retention and maximize revenue for children.

Development and implementation of donor journeys:

- Elaborates and implements different donors' journeys for donors that were recruited via the different acquisition channels such as: face-to-face, digital and TV, with the objective of increasing donor retention and maximizing their value.
- implements and monitors the communication cycles with donors and improve them where needed, aiming at nurturing donors and increasing donor retention.
- Leads content creations for donor communication tools: welcome packages, reporting packages, e-newsletters, direct mailings, brochures, other printed materials, web page, and all other engagement and stewardship tools, in cooperation with relevant staff members and service providers (for e.g., printing and video production houses, online agencies etc.).
- Coordinates various service providers (for e.g., telemarketing agencies) to optimize campaigns and improve results.

Input to monitoring, evaluation, and optimization of donor value maximization campaigns:

- continuously monitors and analyses the performance of donor retention and value maximization campaigns (telemarketing, e-mailing etc.), to optimize and improve results.
- provide specific information for database segmentation according to various criteria: donor fulfilment rate, payment age, payment errors etc.
- monitors and evaluate the results of the donor retention and value maximization plan (KPIs: donor attrition, conversion rates, gross revenue from converted and existing donors etc.), with the aim of adjusting and suggesting improvements to maximize revenue.
- analyzes donors' behavior from internal and external surveys and reports to find out relevant data and trends that increase donor retention results.
- undertakes lessons learned review of donor retention and value maximization campaigns, with the view to optimize campaigns and improve results.

IV. Impact of Results

The strategic and effective private sector income generation will contribute to the achievement of the PSFR results. The efficiency and effectiveness of the support provided by the Fundraising associate, Donor Retention and Value Maximization, to the development, implementation and monitoring of programs/projects facilitates the delivery of concrete and sustainable results for PSFR, which in turn enhances UNICEF's capacity in helping the most vulnerable children.

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

Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability

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)

VI. Recruitment Qualifications

Education:	<p>Completion of secondary education, preferably supplemented by technical or university courses related to the work of the organization.</p> <p>University degree (bachelor's degree or equivalent) in social responsibility and social communication will be considered an asset.</p>
Experience:	<p>A minimum of five (5) years of relevant work experience in social responsibility, social communication, communication, media, fundraising and/or marketing.</p> <p>Experience working with Child Rights Organizations is desirable.</p> <p>Experience in CRM management and automation (Salesforce, HubSpot, Marketing Cloud) desirable.</p> <p>Experience working for international organizations, government organizations or UN Agencies is an asset.</p>
Language Requirements:	Fluency in Spanish is required, Basic Level of English