



## 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="#">NOB</a>	Office:	China Country Office
Title:	Corporate Alliances Officer	Section:	Partnerships and Innovation
Title Information in Parenthesis:		Unit:	
CCOG Code:	1A10	Case Number:	
UNICEF Code:	FRA	Post Number:	111265
Classified by:	Natalia Paquin	Classified Date:	4/22/2026

Organizational Context:	<p>China CO is a large country office. While demonstrating results for children at scale in China, UNICEF also works with the government, the private sector, and other actors to harness China's reach and resources for the benefit of children globally.</p> <p>In China, we promote policies and laws that better deliver on children's rights. We have over 100 staff members working with the Government of China and other partners to ensure that the benefits of the country's development reach the most impoverished children. And we share what we learn with others.</p> <p>The Private Sector Fundraising is responsible for leading the fundraising activities with the Private Sector in China (Individuals, Corporate, Foundations and Major Donors). This position will work in the Partnerships with Companies Unit – Corporate Fundraising and is responsible for reaching new partnerships with companies to support UNICEF Programs in China. The partnerships reached will contribute with financial and non-financial support to UNICEF in China.</p> <p>Specifically, identify, approach and negotiate partner relationships with corporations, who may potentially become major donors to UNICEF in China. Designs/develops concepts for partners' engagement activities in conjunction with programme and communications officers.</p> <p>Job organizational context: The position of Corporate Alliances Officer at the NOB level in the China Country Office, in the Partnership and Innovation section, reports to the Partnership Manager at the P4 level.</p>
Purpose of the Job:	<p>Under the supervision of the Partnerships Manager, the purpose of Corporate Fundraising is to maximize income from the corporate sector through an integrated corporate engagement strategy. This strategy includes the development of new strategic, multi-faceted, national, international, and global partnerships with Companies that support UNICEF in realizing sustainable benefits for children in China and in the world. The post will support the engagement with business and key influencers in the private sector. The incumbent will proactively identify and secure new partnerships in the territory by developing and implementing fundraising strategies to acquire prospective corporate donors in support of the Country Office Program priorities. This may include corporate foundation grants, cause marketing, customer fundraising, sponsorship of campaigns, workplace giving, and others.</p>

Key functions, accountabilities and related duties/tasks:

Summary of key functions/accountabilities:

1. New Business Development: New business process from prospect identification to securing first meetings, through the contract signature of new partnerships
  - Mapping prospective companies, development of new business pipelines, and building propositions and outreach plans for companies, using the findings of the country office Corporate Mapping.
  - Proposals Preparation and analysis: Identify synergies between companies' partnership needs and UNICEF brand & programme priorities to approach potential partners and establish high-value partnerships. Draft and edit proposals for key allies in the Corporate Sector, especially in these channels: Grants, customer fundraising programmes, product-based fundraising, among others. Obtain all necessary information for decision making (including marketing plans, quality reference samples, product concepts, etc.).
  - Ensure legal clearance and signature of contracts through the national Corporate Alliances Manager. Lead the efforts for drafting and implementing corporate agreements and MoUs, monitoring compliance of corporate proposals, and sending them to corporate partners.
2. Proposal's Preparation and Analysis
  - Identify synergies between companies' objectives and UNICEF priorities to approach potential partners and establish high-value partnerships.
  - Prepare and make UNICEF sales pitches through targeted presentations, including presentation of the Country Office's work, outlining possible areas of business collaboration.
  - Analyze proposals from corporations and make recommendations.
3. Relationship building and maintenance: In coordination with the Partnership Manager, develop and maintain close relations with corporate allies, as well as with groups and organizations whose support is essential to the achievement of fundraising objectives.
4. Coordinate periodical reporting with Programmes Section on progress as per the agreement with corporate partners.
5. Perform other related duties as assigned by the supervisor to ensure the success of the team.

Impact of Results:

Contributing to ensuring that the goals set out in the country office's Private Sector Plan are achieved will help UNICEF achieve program goals at the national and global levels. Plans are implemented, managed, monitored, and evaluated efficiently and effectively to maximize results.

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 is required in Business Administration, Marketing, Communications, Fundraising, Management, or another related field.

Experience required: A minimum of two years of professional experience in fundraising, sales, marketing, partnerships, or another related area is required.

Experience in new business development, sales, and/or negotiation with companies is preferred.

Additional skills:

Interpersonal skills, capacity to work with different personalities to deliver on shared results is required.

Strong communication skills, fluently and confidently gathering, expressing, and writing opinions and information is required.

Ability to analyze various sources of information and make rational judgments is required.

Proven understanding and sensitivity to cultural nuances is desired.

Capacity to think outside of the box and drive innovation 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:

[China CO Organogram\\_2026-2030.pdf](#)

[Corporate Alliances Officer NO2\\_111265\\_old JD.pdf](#)

[JD\\_Corporate Alliance Officer, NOB.pdf](#)

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