



Job Classification

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Classified Job Descriptions

Job Description Type:	Specific Job Description	Region:	EAPR
Category:	GS (General Services)	Country:	Malaysia
Reason for Classification:	Establishment of a new post	Duty Station:	Kuala Lumpur
Level:	G-7	Office:	Kuala Lumpur
Title:	Senior Fundraising Associate	Section:	Private Sector Fundraising
Title Information in Parenthesis:	Payment Lifecycle Management	Unit:	Business Intelligence
CCOG Code:	2201i	Case Number:	MLY25012
UNICEF Code:	FRA	Post Number:	
Classified by:	Thitikorn Trayaporn	Classified Date:	9/18/2025

Organizational Context:	<p>The fundamental mission of UNICEF is to promote the rights of every child, everywhere, anywhere and 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.</p> <p>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 equal chance in life — in its social, political, economic, civic and cultural dimensions — her or his rights are not violated. There is growing evidence that investing in the health, education and protection of a society’s most disadvantaged citizens — addressing inequity — will give all children the opportunity to fulfill their potential but will lead to sustained growth and stability of countries. Therefore, the focus on equity is vital in accelerating the realization of 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.</p>
Purpose of the Job:	<p>UNICEF Malaysia has more than 200,000 regular donors (2025) and the PSFR income reached USD 23 million in 2024. The Senior Fundraising Associate (Payment Lifecycle Management) is responsible for ensuring timeliness and accuracy in the day-to-day management of donation processing; the payment lifecycle management team; payment analysis and working together with other subunits in the Business Intelligence and Systems team to maximize and optimize payment approvals and reporting. The post reports to the Fundraising Officer (Donation Processing) NOB #108743.</p>
Key functions, accountabilities and related duties/tasks:	<p>Summary of Key Functions/Accountabilities</p> <ol style="list-style-type: none"> 1. Manage Processing of Donations 2. Manage Payment Lifecycle Management Team 3. Engagement and Communication with Partners 4. Monitoring, Analysis and Reporting 5. Other Roles and Responsibilities <p>1. Manage Processing of Donations</p> <ul style="list-style-type: none"> • Manage day-to-day processing of all donations from various sources and channels such as face-to-face, digital, corporate (list is not exhaustive); where task may include managing of all imports and exports of supporter and pledge data, process automation and possibly manual

data entry.

- Manage daily, weekly and monthly donation processing schedules and volumes for all payment types and payment processors, which may include analysis, setting, adjusting and monitoring of submission timelines with the objective of maximizing payment approval rates and optimizing number of payment attempts.
- Responsible for the execution of established processes, guidelines and procedures under the general supervision of the Fundraising Officer (Donation Processing) NoB/No2 with an expectation for the incumbent to proactively contribute to the improvements of these standard operating procedures.
- Under the guidance of the supervisor, lead the design and implementation of payment optimization processes and rules to deliver maximum payment success rate.

2. Manage Payment Lifecycle Team

- Manage day-to-day task assignments and load of the payment lifecycle management team.
- Manage team members operating schedules.
- Recommend and develop relevant training and performance improvement plans for team members.
- Oversee performance and deliverables of team members and contribute to team members performance evaluation.

3. Engagement and Communication with Partners

- Engage with partners eg UN entities (other UNICEF country offices) and payment service providers.
- Maintain regular communication with payment service providers to ensure smooth payment processes, that is minimal to no interruptions to fundraising operations and donations are processed immediately when delivered.
- Explore opportunities with partners for payment process enhancements that may include process automation and use of artificial intelligence.

4. Monitoring, Analysis and Reporting

- Manage end of day and/or end of week income reconciliations between payment processors, database and Finance to ensure accurate income and campaign reporting.
- Proactively notify supervisors/s of any potential disruptions to payment lifecycle management or fundraising operations; and support any risk mitigation efforts.
- Responsible for effective knowledge management systems (data collection, monitoring, documentation and analysis) related to payment lifecycle management processes.
- Contribute inputs to reports and analysis for decision making purposes by payment lifecycle management team.

5. Other Roles and Responsibilities

- Contribute to the shared responsibility that all data provided and introduced in the fundraising system is accurate and clean.
- Work closely with all teams within the Business Intelligence and Systems, Private Sector Fundraising (PSFR) unit, implementing partner, and agencies to ensure project and requirements alignment of needs and scope.
- Undertake other assignments assigned by Fundraising Officer (Donation Processing) or head of unit (Fundraising Specialist, Business Intelligence and Systems).
- Support delivery of efficient and timely contract procurement, invoice processing, and other related administrative tasks in compliance with UNICEF policies and procedures.

Impact of Results:

Successful achievements of the objectives will lead to substantially higher income for UNICEF through establishing greater controls with consistent and continuous monitoring of results. Failure to deliver the required controls and monitoring will result in loss of income and an increase in costs for the organization.

Capabilities required:

1. Project Management (3)
 - Create project plans, objectives and deliverables
 - Track and organize resources like time, budget, and team efforts
 - Identify and report potential risks for further guidance
2. Collaboration (3)

- Navigate organizational dynamics and adapt behavior to respond to different situations
- Choose appropriate words, tone and tailors' messages respectfully and persuasively to suit different audiences
- Write clear, concise and well-structured reports and documents using appropriate language
- Pay close attention to what others are saying, asking questions for clarification
- Present ideas and information clearly in front of groups

3. Problem Solving (3)

- Analyze data, identify trends, patterns and anomalies
- Evaluate information, analyze problems, identify underlying causes and risks
- Summarize and communicate findings, focusing on actionable insights to support decision-making
- Make decisions in time-sensitive situations, even with incomplete information
- Assess the potential impact of solutions (costs, benefits and risks)

4. Digital Dexterity (3)

- Utilize AI-powered tools and platforms to automate data analysis
- Apply prompts to improve the quality of reports and data, ensuring alignment with internal regulations and policies
- Use specialist technology business systems and software
- Analyze and summarize data from various business systems to generate reports and insights

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)

Functional Competencies

- Leading & Supervising (I)
- Analyzing (I)
- Persuading and Influencing (I)
- Relating and networking (I)
- Formulating Strategies and Concepts (I)
- Entrepreneurial thinking (I)

Recruitment Qualifications:

Education:

- Minimum completion of secondary education.
- A university degree in one or more of the disciplines relevant in the following areas is highly desirable: Accounting, Business Management / Administration, Supply Chain Management, Finance.

Experience:

- Possesses at least 7 years of working experience in accounts payable, high volume recurring payments management or high-volume subscription-based products.
- Experience in managing high volumes of payment transactional data and familiarity with finance and payment industry standards is considered an asset.
- Experience working in a financial institution may be an advantage.
- Demonstrated ability to work harmoniously in a multi-cultural environment and establish harmonious and effective working relationships both within and outside an organization.

- Proven ability to work independently and as part of a team.
- Knowledge of bulk and online payment processing and familiarity with finance and payment industry processes is required.
- Strict attention to detail is an added advantage.
- Ability to perform basic data analysis and actively contribute to improvements is required.
- Knowledge of computer systems, databases, internet navigation and various office applications, specifically Microsoft Office Excel and Salesforce, is required.

Language requirements:

- Fluency in English and Bahasa Malaysia is required.
- Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or any other local language 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: [Job Description GS7 Senior Fundraising Associate \(Payment Lifecycle Management\) signed.pdf](#)
[PFP Organogram.pdf](#)

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