



**UNITED NATIONS CHILDREN'S FUND  
JOB PROFILE**

**I. Post Information**

Job Title: Corporate Officer (Sponsorship)  
Supervisor Title/ Level: Corporate Fundraising  
Officer NOB  
Organizational Unit: Resource Mobilization -  
PFP  
Post Location: Buenos Aires, Argentina.

Job Level: NOA  
Job Profile No.:  
CCOG Code:  
Functional Code:  
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.

**Job organizational context** Sponsorships is a key element of the fundraising strategy of the Partnerships Area, having in mind that it is essential to finance the organization structural, programmatic and events investments with corporate grants and new forms of financing schemes like finance programs from intermediate organizations, embassies, and international cooperation (also prioritizing unrestricted funds from companies and other sources). Today this function is disseminated through the whole corporate team and there is an urgent need to focus and specialize the function.

**Purpose for the job** *(Please outline the overall responsibility of this position)*

Under the general guidance of the NOC- Corporate Alliances Specialist and the coordination of the Corporate Fundraising Officer NOB, the Corporate Fundraising Officer (NO-A) will support the development and implementation of the sponsorship plan focusing on fulfilling organizational, structural, events and programmatic costs and needs, by assisting in managing and potentiating existing corporate sponsors and prospecting other new sources (intermediate organizations, embassies, international cooperation, etc.) through innovative relationship mechanisms (new ways of designing and proposing sponsorship grants to potential donors)

**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:**

Under the guidance of the NOC - Corporate Alliances Specialist and with the coordination of the Corporate Fundraising Officer (NO-B), the incumbent is expected to perform the following tasks:

**Prepare the sponsorship strategies and plans to meet FR targets.**

- Prepare – together with the NOC – Corporate Alliances Specialist and the NOB – Corporate Fundraising Officer - the sponsorship annual plan and calendar, in accordance with organizational, events and programmatic needs.
- Analyze information from internal and external surveys, specialized articles to find out relevant data and trends that increase corporate sponsorships quantity and quality (and new potential finance sources).
- Search and analyze potential partners and initiatives to look after new sponsorship opportunities.

**Support sponsorship plan implementation to achieve established goals and KPIs.**

- Implement the sponsorship plan according to established timing and objectives.
- Analyze plan implementation vis-a-vis sponsorship calendar and propose the necessary corrective measures.
- Maintain periodical analysis and control. Assist in the reallocation of resources and recalculation of sponsorship goals and strategies.
- Adequate account management with existing sponsors. Develop and implement a reporting schema that analyze sponsor interests, behaviors, trends, campaigns, reasons to engage, etc.)
- Monitor the implementation of sponsorships ROI reports for sponsors.
- Prospect potential sponsors. Create and maintain a pipeline of potential sponsors and projects.
- Support the negotiation of new sponsorships and renewals.
- Collaborate with assistants' duties and tasks being able to provide proper guidance and expertise to those issues that require special tutorial.
- Participate in weekly meetings with the team with focus on deadlines, drawbacks and progresses.

**Propose innovative sponsorships mechanisms and analyses the results of different sponsors participation vis-à-vis their strategies and objectives.**

- Implement periodic analysis of trends, profiles, and sponsors' behaviors. Propose innovations and improvements.
- Assist in the periodic update, enrichment and cleaning of sponsors' database.
- Manage databases of potential sponsors provided by third party vendors.
- Test new sponsorships channels, proposals and formats. Evaluate new sponsorship proposals.
- Assist with the management of relationships with Brand, Reputation and External Relations Agencies to propose sponsorships for clients and position UNICEF as a priority option for other types of relationships.

**Ensure that administrative tasks and responsibilities are effectively carried out and delivered.**

- Participate in CO administrative mechanisms. Search and select reliable and cost-effective suppliers (publicity, design agencies, printing and mailing companies, etc).
- Monitor and track all requests from donors or from UNICEF PFP and elaborate new fundraising proposals. Inform all stakeholders on regular base about the status and next steps of their requests.
- Drafts, edits and finalize proposals for sponsors in the Corporate Sector. Analyze proposals from corporations and made recommendations to the NOC – Corporate Alliances Specialist and NOB – Corporate Fundraising Officer.

- Follows up on the administrative aspects of the different sponsors documentation. Establishes/maintains a technical up-to-date documentation on sponsorship results, press coverage, use of logo and UNICEF image. Prepare periodic and ad-hoc reports and documents.
- Follow up of the donation receipts process. Control the correct procedure's implementation.
- Use VISION/ebanking systems to different administrative and financial processes.
- Ensure the completion of Performance Evaluation Report (PER) by the proposed deadlines.

**Promote cross-functional coordination and collaboration with Corporate Fundraising team.**

- Implement, in coordination with the NOB - Corporate Fundraising Officer, proposals for actual sponsors to convert them into potential allies.
- Maintain a positive and collaborative working relationship with partners.
- Undertake other special projects as defined by the NOC – Corporate Alliances Specialist.

**IV. Impact of Results** *(Please briefly outline how the efficiency and efficacy of the incumbent impacts its office/division and how this in turn improves UNICEF's capacity in achieving its goals)*

- Assist in the implementation of the sponsorship plan with emphasis in unrestricted income and current organizational needs, including new types of potential donors.
- Assist to generate adequate funds to finance CO programs and organizational needs.
- Engage with diverse and new type of potential donors and institutions, and with Corporate and Intermediate Agencies.
- Innovate through new mechanisms and proposals for sponsors.
- Promote UNICEF brand awareness and image.

**V. Competencies and level of proficiency required (please base on UNICEF Competency Profiles)**

**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:**

- Entrepreneurial Thinking (1)
- Analyzing (1)
- Persuading and Influencing (2)

| <b>VI. Recruitment Qualifications</b> |  |
|---------------------------------------|--|
| Education:                            | University first degree (Bachelor's) in business administration, social sciences, institutional relations, marketing and/or any related field.   |
| Experience:                           | A minimum of 1 year of national relevant professional work experience in marketing, business/corporate, sustainability or any other relevant function. Experience in working for international organizations would be desirable. |
| Language Requirements:                | Fluency in English and Spanish is required.  |

| <b>VII. Signatures- Job Description Certification</b> |           |      |
|---|-----------|------|
| Name:   | Signature | Date |
| Title:  |           |      |
| Name  | Signature | Date |
| Title: Head of Office                                 |           |      |