

**UNICEF Mexico Country Office  
Temporary Appointment  
Terms of Reference [TOR]**

<b>Post Title</b>	<b>Fundraising Associate (Value Maximization)</b>	<b>Post Level</b>	GS-6
<b>Supervisor's title</b>	Fundraising Officer	<b>Supervisor's Level</b>	NO-A
<b>Contract duration</b>	364 days	<b>Duty Station</b>	Mexico City

**JOB ORGANIZATIONAL CONTEXT AND PURPOSE FOR THE JOB**

**(El llenado de este documento se realiza en inglés)**

Por favor incluir información de contexto de la sección o área que está contratando, bien como el propósito del trabajo. Resalte en negrito lo que sea más relevante para el anuncio en el portal de empleo, ya que debemos limitar en la publicación el contexto y el propósito del trabajo a 150 palabras cada. No es ningún problema que en el documento se superen las 150 palabras, por lo que solicitamos resaltar los puntos más relevantes que se subirán al anuncio de la vacante.

**Por favor tomar nota de que todas las siglas deben estar debidamente descritas en el documento.**

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.

**Strategic office context:**

**MCO's Fundraising operation focus on individual giving where cultivation and development (C&D) of donors play a key role to sustain the growth of income in the country. C&D is based on Maximize the value of the individual giving channel. To sustain and improve retention of current donors and new marketing activities to assure that MCO is maximizing at its best the value in fundraising.**

**The Individual Giving operation is getting bigger, more complex and challenging. The growth in the number of pledge donors and the diversification of acquisition channels, require a more complex strategy to reduce attrition and assure value maximization.**

Moreover, to support the projected growth and strategy in the Private Sector Plan 2020-2025 (PSP), it is essential to increase Donor Lifetime Value and increase awareness about child rights and UNICEF's work in the country and beyond.

**This role requires a professional person, able to assist, propose and develop different aspects of value maximization of the donor and development strategies, which implies different key performance indicators, the monitoring of an increased number of activities with different timelines.**

For information of the work of our organization in Mexico, please visit our website: [UNICEF Mexico](https://www.unicef.org/mexico) and the video of our amazing results in 2021: [Informe Anual 2021: Acciones de UNICEF - YouTube](https://www.youtube.com/watch?v=...)

#### **Purpose for the job:**

**Under the supervision of the Retention Officer (Individuals), the incumbent with the support of the retention officer will be responsible for the planning, implementation, monitoring and evaluation of value maximization plans in accordance to PFP-IG objectives; and to ensure a Donor Engagement journey to maximize the value of current donors.**

The proposed post will strengthen UNICEF's campaigns' 'implementation capacity', among others, by:

- **Maximizing the value of individual giving channel.**
- Assuring the donor journey to maximize donor value.
- **Increasing Donor Lifetime Value.**
- **Increasing average gift donations.**
- Increasing value max through cash donation by donors.
- Providing information about donor's behavior.

#### **KEY FUNCTIONS, ACCOUNTABILITIES AND RELATED DUTIES AND TASKS**

Por favor describir las funciones esperadas para el puesto teniendo en consideración que se trata de un Temporary Appointment y por lo tanto las funciones deben ser más específicas y orientadas a un corto plazo que los JDs de los Fixed Term Appointment. Similar a la sección anterior, le pedimos resaltar en **negrito las funciones principales que serán subidas al anuncio.**

##### **1. Provides strategic and technical support for planning, implementing and monitoring of the value maximization strategy and campaigns calendar, objectives, metrics and KPIs.**

- Propose and support in the definition of objectives, strategies, contents, designs, components, and timing of the different cultivation and optimization campaigns.
- **Effectively implements and coordinates Telemarketing optimization campaigns defined in the Annual Plan, in every variety of operation, be it in-house, outsourced or under a partnership.**
- **Supervises the contact centers agencies towards the goals and gives all the tools it needs to maximize its targets (segmented, database, training, scripts, information, UNICEF materials, etc).**

- **Makes sure all the technical support needed for the development of the KPIs reports of the optimization campaigns is available (reporting, systems, performance evaluation, goals).**
- Provides technical support for the negotiation and agreements, looking for the best possible conditions for UNICEF, with the different vendors and partners.
- Gives the training to achieve goals for the optimization campaign to outsourced call centers.
- Communicates with the different donors' cultivation and development specialists based in the regional office.
- Assist in the rapid and efficient activation of emergency fundraising plans within the team driving each communication channel.

**2. Tracks regular monitoring and evaluation reports with the agencies to ensure maximum impact and continuous improvement of the campaigns. Sharing results and reports on a timely basis.**

- **Provides feedback on the performance of the optimization campaigns based on the monitoring.**
- Assist in the reallocation of resources and recalculation of campaign goals and marketing strategies regarding the value maximization of the donor.
- Monitors and assures all the information is up to date for the database and BI area in order to develop reports for the agreed performance indicators to drive more efficient management and accountability for results.
- **Researches, synthesizes, and compiles qualitative and quantitative data and information to facilitate the preparation of reports, objectives, activities, etc.**
- **Coordinates weekly team meetings with the suppliers for status, deadlines, and monitoring the progress.**
- Support searches and analyzes potential partners and initiatives (media, services companies, direct marketing agencies) to look after new individual fundraising opportunities.

**3. Develops new communication channels to reach donors for optimization.**

- **Develop more active channels and ways to implement campaigns such as SMS, WhatsApp, email, social media, etc**
- **Manage all the platforms of communication such as email, SMS and WhatsApp for value max campaigns.**
- Support creating the content of the donor communications calendar according to the plan.
- Support the content creation and prepare the communication pieces for the donors.
- **Work together with the external vendors involved in the implementation.**
- Tests new channels, proposals, and formats.

**4. Carries out administrative tasks and responsibilities effectively.**

- **Provides technical support to search and evaluate potential suppliers, prepares terms of reference for quotations and follows up on the processes.**
- Participates in the Contract review committee (CRC) and other administrative mechanisms in those cases related to administrative issues.
- Assist in monitoring contracts, budgets and financial expenditures of the optimization vendors, ensuring compliance with UNICEF rules and regulations, keeping supervisor informed and advised on actions for decision/follow-up.
- Ensure the completion of Achieve Plans (PER) within the proposed deadlines.

## 5. Promotes cross-functional coordination and collaboration with other areas.

- Supports in the analyzes of the implementation of innovative proposals for Individual Giving (IG) campaigns to maximize pledge donors in close coordination with other IG team members or departments.
- Assist in supervises the correct carried out of procurement processes for individual giving campaigns in close coordination with the Supply dept.
- Maintains a positive and collaborative working relationship with other areas.

### DELIVERABLES / OUTPUT

Como se trata de un puesto temporal, se estima que la persona deba entregar algunos outputs específicos después del tiempo de trabajo propuesto. Por favor, liste las principales entregas que espera que se hagan.

The individual fundraising operation needs a strategic and operational capacity associated with the implementation of the value maximization strategy that requires working with groups of different providers, checking their performance, monitoring quality, generating campaign reports etc.

To implement the future individual fundraising work plans aimed at increasing Regular Resources (RR) funds we need to reinforce the team's operational capacities.

This post will help have these specific deliverables:

- Continuous and systematic control and overview of each campaign of value maximization under his/her supervision.
- Correct development of new communication channels to reach donors for optimization.
- Compilation of data and results for tracking results and ensure maximum impact
- Management of relationships with providers and vendors
- Institutional presence of UNICEF inside call centers and agencies during the different implementation phases

### REQUIRED QUALIFICATIONS

<b>Education</b>	<ul style="list-style-type: none"> <li>▪ Por favor considerar que no podemos hacer combinaciones de educación + tiempo de experiencia diferentes a lo que estima el <a href="#">cuadro de niveles de puesto en UNICEF</a>. Por ejemplo, para un NO-1 se debe siempre solicitar "licenciatura + 1 año de experiencia relevante".</li> <li>▪ Completion of secondary education is required, preferably supplemented by technical or university courses related to the field of work in Marketing, Advertising, Communication Sciences, Business Administration, or other related humanistic fields.</li> </ul>
<b>Work Experience</b>	<ul style="list-style-type: none"> <li>▪ Six years of relevant work experience in marketing, promotions, sales, client services, and commercial or fundraising areas.</li> <li>▪ Experience in working for international organizations doing fundraising would be an asset.</li> </ul>
<b>Languages</b>	

	<ul style="list-style-type: none"> <li>▪ Fluency in Spanish</li> <li>▪ Intermediate in English but Fluency is preferred. If you do not have it and you are selected, you will have to commit to improving your English skills in the first months of work.</li> </ul>
<b>UNICEF VALUES AND COMPETENCY REQUIRED (BASED ON THE UPDATED FRAMEWORK)</b>	
<p>Core values of care, respect, integrity, trust, accountability, and sustainability.</p> <p>UNICEF competencies required for this post are:</p> <p>(1) Builds and maintains partnerships (2) Demonstrates self-awareness and ethical awareness (3) Drive to achieve results for impact (4) Innovates and embraces change (5) Manages ambiguity and complexity (6) Thinks and acts strategically (7) Works collaboratively with others</p> <p><b>(8) Nurtures, and, leads and manages people.</b> (Only staff with supervisory Responsibilities)</p> <p><a href="#">UNICEF is committed to diversity and inclusion within its workforce</a>, and encourages all candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of the organization.</p> <p>We offer a <a href="#">wide range of benefits to our staff</a>, including paid parental leave, breastfeeding breaks, and reasonable accommodation for persons with disabilities. UNICEF strongly encourages the use of flexible working arrangements.</p> <p>UNICEF has a zero-tolerance policy on conduct incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority, and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.</p>	