



Classified Job Descriptions

Job Description Type:	Specific Job Description	Region:	EAPR
Category:	NO (National Officers)	Country:	Malaysia
Reason for Classification:	Revised responsibilities	Duty Station:	KUALA LUMPUR
Level:	NOC	Office:	KUALA LUMPUR, MALAYSIA
Title:	Fundraising Specialist	Section:	Private Sector Fundraising (PPF)
Title Information in Parenthesis:	Donor Experience	Unit:	Individual Donors
CCOG Code:	1A10	Case Number:	MLY241004
UNICEF Code:	FRA	Post Number:	118370
Classified by:	Zsuzsa Penczu	Classified Date:	10/10/2024

Organizational Context:	The Fundraising Specialist (Donor Experience), at the NOC level in the PFP area, in Malaysia Country Office, reports to the Fundraising Specialist (Individual Giving Manager) (#126699) who is at the P3 level. This role will provide leadership and strategic guidance in the areas of Donor Care, Retention, and Value Maximization.
Purpose of the Job:	<p>Under the overall direction of the Fundraising Specialist (Individual Giving Manager) #126699, the incumbent will be responsible for providing leadership and strategic guidance in the areas of Donor Care, Retention, and Value Maximization to optimize fundraising and revenue potential while strengthening operational systems and mechanisms to enhance UNICEF's strategic private sector individual fundraising. This role is critical in driving the long-term strategic planning, development, and implementation of activities aimed at maximizing donor lifetime value (LTV) and minimizing attrition, with a strong focus on digitalization and innovation in donor experience.</p> <p>Leveraging the newly implemented technology, including Salesforce and Marketing Cloud, the incumbent will oversee the development and execution of an omnichannel Donor Experience that ensures a donor centric, consistent, and engaging strategy across all communication channels. This involves compiling and analyzing relevant data from individual donors' performance to inform strategic planning and optimize donor experience efforts.</p> <p>Additionally, the postholder will lead and guide the Donor Experience team in developing core and technical competencies, providing training, and building staff skills and capacities. The incumbent will facilitate and support cross-sectional collaboration between fundraising, communications, and programmes, ensuring synergy in advocacy, messaging, and communications with the public. All efforts will be aligned with UNICEF's brand and focused on promoting UNICEF's mission and mandate for children.</p>
Key functions, accountabilities and related duties/tasks:	<p>Strategic Planning and Execution:</p> <ul style="list-style-type: none"> - Provide guidance and coordination to the long-term strategic planning, development and implementation of Retention and Value Maximization activities within the country in order to optimize fundraising and revenue potential, with a key focus on optimizing and developing pledge retention and lifetime value (LTV), minimizing attrition and innovating in donor engagement with a donor-centric approach, based on a deep understanding of

current donors. Compile and analyze relevant data from the individual donor's performance to use in strategic planning.

- Develop, monitor and execute an annual work plan and budget for Retention, Donor Care and Value Maximization activities ensuring alignment with strategic objectives.
- Coordinate the implementation of fundraising strategies, work-plans and donor reporting and analysis to achieve targets, focusing on developing the loyalty and increasing their lifetime value.

Technology Management and Omnichannel Strategy:

- Oversee the implementation of the omnichannel strategy, ensuring a consistent and effective experience across all communication channels, including telemarketing, email, SMS, WhatsApp, and digital platforms.
 - Ensure the proper implementation and optimization of technological platforms such as Salesforce and Marketing Cloud to enhance donor experience and value maximization.
- Collaboration with Suppliers and Agencies:

- Develop and oversee internal and external suppliers and partners (agencies, banks, etc.) to ensure that processes are streamlined, effective and aligned with the goal of increasing revenue and promoting excellence in campaigns protecting and promoting the UNICEF brand.

Innovation, digitalization, and Continuous Improvement:

- Stay informed on the latest developments in the market, including successful techniques used by commercial and non-profit organizations to retain customers/donors and maximize their LTV, as well as the plans and activities of competitors. Proactively propose improvements based on this knowledge.
- Propose, implement and adapt best practices and key learnings into donor experience and value maximization strategies.
- Provide guidance and coordination in the development and implementation of a donor-centric journey, based on increased knowledge of our current donors, with the objective of increasing donor loyalty and engagement.

Team Leadership and Development:

- Provide leadership and oversight for the Donor Experience team, enhancing the implementation of the strategic plan and leading the training and capacity development of the team, to ensure UNICEF donors receive the highest standards of customer experience.
- Review and evaluate staff performance within the team through robust and timely monitoring, recommending changes and adjustments to plans as needed.

Compliance and Governance:

- Ensure compliance with data protection legislation and self-regulatory codes of practice related to advertising, direct marketing, fundraising, and data protection.
- Stay updated with PFP individual donor guidelines and best practice to ensure all global best practice and key learnings are utilized where relevant in donor experience and value maximization.

Reporting and Monitoring:

- Provide regular reports to the Chief PSFR, RSC and PFP Geneva on targets and KPIs, ensuring transparency and alignment with strategic objectives.

Impact of Results:

This post will contribute with the organizations goals as it will:

- Make decisions on Retention, Donor Care and Value Maximization strategies, planning, implementation, and evaluation.
- Make recommendations on Retention, Donor Care and Value Maximization fundraising strategies and management issues to achieve stated objectives.
- Make recommendations on the introduction of new initiatives in the Retention, Donor Care and Value Maximization area.
- Motivate fundraising agents and teams.
- Work together with Acquisition, Business Intelligence and Marketing Services team, among other areas, to achieve objectives.

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 (OIA)?:

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:

Core Values:
Care
Respect
Integrity
Trust
Accountability
Sustainability

Core Competencies:
Nurtures, Leads and Manages People (1)
Demonstrates self-awareness and ethical awareness (2)
Works collaboratively with others (2)
Builds and maintains partnership (2)
Innovates and embraces change (2)
Thinks and acts strategically (2)
Drive to achieve results for impact (2)
Manages ambiguity and complexity (2)

Recruitment Qualifications:

Education requirements: An advanced university degree (master's degree or equivalent) in one of the following fields is required: Business Administration, Marketing, Fundraising or a related field.

Additional professional qualifications in customer care, fundraising and/or marketing would be an asset.

Experience required: A minimum of 5 years of professional experience in managing donor/customer, loyalty/retention programme together with proven track record in driving income growth.

Equivalent direct marketing experience in a commercial context will be considered as qualifying experience.

Language knowledge: Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.

118370 Fundraising Specialist NOC Final_signedAMENRSS.pdf
Fundraising Specialist Level 3.doc
Malaysia_118370_Fundraising-Specialist-Retention_NOC_2021.pdf
MCO Organogram - 9 Sep 2024.pdf

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