



UNITED NATIONS CHILDREN'S FUND JOB PROFILE

I. Post Information

Job Title: Content Assistant (Designer & Copywriter)
Supervisor Title/ Level: Marketing Services Officer / NO2
Organizational Unit: Resource Mobilization / PFP
Post Location: Bogotá, Colombia

Job Level: GS5
Job Profile No.:
CCOG Code:
Functional Code:
Job Classification Level:

II. Organizational 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

The Resource Mobilization Section will contribute to following key results of the "Social and Resource Mobilization" CPD component: i) continuous resource mobilization from individual and major donors, corporations, private foundations; ii) increased awareness and engagement of corporations, private foundations and the private sector. In close coordination with Communication, PFP will also contribute to the other two key results of this component: i) increased public awareness and engagement on child rights and ii) increased participation and engagement of adolescents.

Over the last years, Colombia Country Office has experienced a sustained growth in fundraising. This growth is explained by the results obtained in the Individual Giving channel with an increasing house list of pledge donors and high value audiences. This high number of implies robust and segmented communication, which requires the production of vital fundraising campaigns, content and information to engage current and potential donors. This is essential to meet revenue growth goals as defined in the Country Office's Private Sector Plan.

This position will contribute to the Country Office's Fundraising Strategy to ensure the achievement of fundraising goals in an increasing and more complex fundraising operation.

Purpose for the job

Under the general supervision of the Marketing Services Officer and the direct supervision of the Content & Campaigns Associate (and in close cooperation with the other PFP areas) the Content Associate (Designer & Copywriter) will assist in the production of vital fundraising (FR) content and information to engage and retain current and potential individual and high value 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:

1. CCO programmatic information:

Duties & Tasks

- Whenever necessary (Content & Campaigns Associate Alternate), participate in programmatic coordination meetings, to address implementation status, results, and strategic orientation of the initiatives that the CCO is carrying out related to the content strategy.
- Research, synthesize, compile and transform qualitative and quantitative data and information to support fundraising strategies, campaigns, reports, creative pieces, events, activities, etc.
- Provide technical support to coordinate the process of ensuring that photographs and audiovisual materials have the necessary authorizations to be used for fundraising purposes.
- Ensure rapid and accurate information delivery to PSFR areas.
- Production of fundraising materials and campaigns (e.g., films, videos, audio-visuals, telemarketing/F2F out scripts, transversal campaigns etc.) by providing donor friendly and segmented content and creative pieces that ensure the UNICEF guidelines to assure effectiveness and coherence.
- Attend to PSFR internal meetings (Corporate, Special Events and Direct Marketing) being able to identify and anticipate by scheduling all internal content requirements.

2. RR programmatic information: Regular analysis and adaptation of information from RR reports, and emergencies to CCO needs and getting testimonies, stories and pictures to concretize donor's contributions.

Duties & Tasks

- Set with the Content & Campaigns Associate the generation, updating and systematization of the annual Content Calendar (both LOCAL and GLOCAL).
- When necessary, develop with the Content & Campaigns Associate to look after, gather, analyze and produce timely and relevant RR and emergency information and designs to be used for prospecting and retention purposes.

3. **PSFR material creation and production:** Conceptualize, design and write content for fundraising and retention purposes.

Duties & Tasks

- Identification and creation of attractive and engaging content for fundraising campaigns and tactics.
- Creation and production of acquisition and retention content (conceptualize, design and write) for different segment audiences.
- Ensuring consistent language across all contacts/content aimed at different PSFR audiences.
- Initial curation of content generated by third parties and partners.
- Keeping the PSFR content repository up to date.
- Accompanying field visits to generate content that supports PSFR strategies.

Duties & Tasks

Donor Annual Reports

- Improve the design and layout of all donor annual report direct marketing pieces, in close coordination with Content & Campaigns Associate.
- Follow up the different designing and printing processes overseeing the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.) to meet: 1) standards as set out in the UNICEF Brand Toolkit and 2) strategic coherence with the rest of PFP efforts.
- Ensure with the Content & Campaigns Associate to gather all the information needed for the development of different reports.
- Organize the coordination of the production of interviews with celebrities, experts and programme specialists assuring their presence within UNI magazine.
- Formulate briefs and background information for field visits.

Spots

- Follow up production of spots and audiovisual materials for the telethon and other PSFR campaigns, in coordination with Marketing Services Officer, Other PSFR colleagues, Programme specialists and Communication.
- Provide technical support to compile background material, working papers and tables for briefing and review sessions.
- Contribute with the Marketing Services Officer in the coordination with programme counterparts all the details related with the specific spot production: enabling the authorizations required, making contact with the referents of each project, monitoring that all the administrative procedures are undertaken, etc.5. **Administrative support:** Searching, following up and improving of different services and suppliers.

Duties & Tasks

- Assure maintains, logs, files and updates records in prescribed format for subsequent use.

- Provide technical support to search and evaluate potential suppliers, prepare terms of reference for quotations. Follow up quotation process.

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)*

- **CCO programmatic information:** compilation and systematization of information from programmatic sources (documents, reports, meetings, presentations, field trips, interviews with key stakeholders) timely executed.
- **RR programmatic information:** regular analysis and adaptation of information from RR reports, and emergencies to CCO needs and getting testimonies, stories and pictures to concretize donor's contributions.
- **PSFR material production:** effective production of Annual Donors Reports, general reports, spots on UNICEF work for the telethon and other FR initiatives, and digital content needs (Social Media, Web sites, Ads, etc.)
- **Financial information from programmes:** the analysis and update of CCO programme implementation and RR reports to produce and adapt financial information for donors.
- **Administrative support:** Search, follow up and improve different services and suppliers.

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

<p>Core Values attributes</p> <ul style="list-style-type: none"> • Care • Respect • Integrity • Trust • Accountability • Sustainability 	<p>Core competencies skills</p> <ul style="list-style-type: none"> • 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)
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VI. Recruitment Qualifications

<p>Education:</p>	<p>Completion of Secondary School. Technical and/or University level courses in graphic design, advertising, social communication, marketing, content marketing, international relations, political sciences, or any other related field of discipline relevant to the job is an asset.</p>
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Experience:	5 years of progressively responsible work experience in conceptualization, design and content writing for different audiences. fundraising and retention purposes. Experience in work related to social causes and fundraising will be highly desirable. CSR issues, institutional fundraising and/or content marketing for social organizations.
Language Requirements:	Fluency in Spanish is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or English) or a local language is an asset.