



Job Classification

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Classified Job Descriptions

Job Description Type:	Specific Job Description	Region:	EAPR
Category:	NO (National Officers)	Country:	Malaysia
Reason for Classification:	Establishment of a new post	Duty Station:	Kuala Lumpur
Level:	NOA	Office:	Kuala Lumpur
Title:	Fundraising Officer	Section:	Fundraising Officer
Title Information in Parenthesis:	Donor Care	Unit:	Individual Giving
CCOG Code:	1A10	Case Number:	MLY25007
UNICEF Code:	FRA	Post Number:	
Classified by:	Natalia Paquin	Classified Date:	9/29/2025

Organizational Context:	<p>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 by 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.</p>
Purpose of the Job:	<p>The position of Fundraising Officer (Donor Care) NOA is based in the Malaysia Country Office, within the Private Sector Fundraising & Partnerships section. The role reports to the Fundraising Officer (Donor Care) 108742 at the NOB level. Under the supervision of the Fundraising Officer NOB, this post is responsible for managing the external donor care operations team, ensuring an exceptional donor experience across inbound and outbound communication channels. It emphasizes data-driven decision making, operational efficiency, quality assurance, capacity planning, proactive retention support, and continuous improvement in systems and service processes to contribute to long-term donor experience, satisfaction, and value maximization.</p>
Key functions, accountabilities and related duties/tasks:	<p>Summary of Key Functions/Accountabilities</p> <ol style="list-style-type: none"> 1. Support to Donor Care Operations 2. Workforce and Scheduling Support 3. Donor Retention and Issue Resolution Support 4. Service Quality and Training Assistance 5. Data Monitoring and Reporting 6. Channel and System Support 7. Chatbot and Automation Support 8. Donor Journey Monitoring 9. Cross-Functional Support <p>1. Support to Donor Care Operations</p>

- a. Maintain and monitor daily and weekly dashboards to track service quality and team performance.
- b. Support the coordination of donor care activities including inbound calls, emails, and welcome calls.
- c. Ensure consistent use of SOPs and knowledge bases in donor interactions.
- d. Prepare routine reports on service quality and donor engagement metrics.

2. Workforce and Scheduling Support

- a. Provide input into workload forecasting and scheduling based on historical contact volumes.
- b. Assist in maintaining shift schedules and tracking team availability.
- c. Support the supervisor in resource allocation and task prioritization.

3. Donor Retention and Issue Resolution Support

- a. Respond to donor inquiries and pledge cancellation requests using approved communication guidelines.
- b. Escalate complex retention cases to the supervisor or relevant teams.
- c. Support donor engagement efforts through outbound calls and follow-ups.

4. Service Quality and Training Assistance

- a. Participate in quality assurance activities such as call audits and CSAT reviews.
- b. Assist in onboarding and training sessions for new team members.
- c. Provide feedback to improve donor interaction scripts and service delivery.

5. Data Monitoring and Reporting

- a. Collect and compile data on donor queries, contact patterns, and cancellation reasons.
- b. Assist in preparing performance summaries and identifying recurring issues.
- c. Support the supervisor in analyzing trends and proposing improvements.

6. Channel and System Support

- a. Monitor donor contact channels (email, phone, chatbot) for usability and performance.
- b. Report system issues and improvement suggestions to BIS/IT teams.
- c. Assist in testing and documenting CRM and chatbot updates.

7. Chatbot and Automation Support

- a. Support the maintenance of chatbot flows and escalation logic.
- b. Monitor chatbot interactions and report drop-off trends or unresolved queries.
- c. Coordinate with the supervisor on chatbot updates and integration with live support.

8. Donor Journey Monitoring

- a. Track donor journey touchpoints such as welcome calls, failed payments, and cancellations.
- b. Collect donor feedback and share insights with the supervisor.
- c. Support alignment of service operations with donor engagement strategies.

9. Cross-Functional Support

Perform other duties as assigned by the supervisor, including support to donor retention and engagement initiatives.

Impact of Results:

Delivering efficient, donor-centered care operations will directly improve donor satisfaction, engagement, and retention. Strategic workforce planning, performance tracking, and process improvements will allow UNICEF Malaysia to scale its donor support efficiently and contribute to long-term fundraising sustainability.

Competencies and level of proficiency required:

Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability
- Sustainability

Core Competencies for Staff without Supervisory Responsibilities

- 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)
- Drives to Achieve Impactful Results (1)
- Manages Ambiguity and Complexity (1)

Recruitment Qualifications:

Education Requirement: A first-level university degree in Business Administration, Communications, Nonprofit Management, Customer Experience, or other relevant fields is required.

Experience Required: Minimum of 1 year of professional experience in customer service operations, preferably in the nonprofit, fundraising, or donor support environment is required.

- 3 years of professional experience in Customer Service operations is desirable.
- Proven track record in managing teams, operational KPIs, and service improvement initiatives is desirable.
- Demonstrated experience in workforce planning/ scheduling based on contact arrival trends (calls/emails) is required.
- Hands-on experience managing CRM flows and improving process efficiency (e.g., reducing clicks in Salesforce) is required.
- Experience in building and maintaining chatbot journeys and automated donor support tools is required.

Language Requirements: Fluency in English and Bahasa Malaysia, knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) is considered 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:

[JD Fundraising Officer \(Donor Care\) NOA Final.pdf](#)
[PFP Organogram.pdf](#)

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