



## UNITED NATIONS CHILDREN'S FUND JOB PROFILE

### I. Post Information

Job Title: Marketing Analyst Assistant- Content  
Supervisor Title/ Level: Marketing Services  
Officer / NO1  
Organizational Unit: Resource Mobilization /  
PFP  
Post Location: Buenos Aires, Argentina

Job Level: GS6  
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. Indirectly, PFP will contribute to the key results of the other four components by promoting private-public alliances related to non-communicable diseases, for example, by fostering innovation and by stimulating social mobilization.

Since 2003, UNICEF Argentina steadily increased its fundraising income doubling it every two years in local currency and increasing it by a yearly average of 30% in USD. As detailed in the private sector fundraising strategic plan for 2016-2020, the CO plans to continue mobilizing financial resources to cover OR requirements of the CPD for Argentina as well as to increasingly generate funds for global priorities for: regular resources, global and regional thematic funds and emergencies.

In December 2016, the office undertook an “Achieving Breakthrough Fundraising Growth 2018-2021” exercise that forecasted a 100% gross income growth in local currency from 2018 to 2021 (see chart below). These projections require strengthening technical capacities in the office 1) to revamp pathways to increase and retain pledge donors and 2) to test and consolidate high value channels (Legacies, Major and Middle Donors, High Value Donors and Foundations).

PFP in Argentina is the largest operation in a CO at the global level. The new challenges that the CO assumed until 2021 in terms of fundraising will make the work even more complex in the future.

### **Purpose for the job**

Under the general supervision of the Marketing Services Officer and the Marketing Services Specialist (and in close cooperation with the other PFP areas) the Marketing Services Assistant will assist in the production of vital fundraising (FR) content and information to all the PFP areas when required

### **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. ACO programmatic information: Duties & Tasks**

- Whenever necessary (MSO Alternate), participate in programmatic coordination meetings, in order to address implementation status, results, and strategic orientation of the initiatives that the ACO is carrying out.
- Research, synthesize and compile qualitative and quantitative data and information to facilitate preparation of reports, objectives, activities, etc.
- Organize and keeps current registers and control plans on the status of projects at the formulation, implementation and operational stages.
- Contribute in gathering content and coverage from relevant country programme activities and results. Under MSO supervision develop complementary, country specific and local community materials and activities, customizing data to PFP requirements.
- Organize an up-to-date documentation archive for PFP materials including publications, RR information, press releases and clippings, photographs, audio-visual materials, web resources, telemarketing out scripts, etc.
- Assure and update contact lists and databases.
- Provide technical support to coordinate the process of ensuring that photographs and audiovisual materials have the necessary authorizations to be used for PFP purposes.
- Contribute with SMO to ensure rapid and accurate information delivery to PFP areas.
- Update the Marketing Services Officer in the follow up of the approval processes (Editorial Committee) following ACO rules and procedures.
- Provide technical support to the production of PFP materials and campaigns (e.g., films, videos, audio-visuals, telemarketing out scripts, CFP campaigns etc.) by providing donor friendly content. In addition, PFP materials must be corrected and edited to ensure effectiveness and coherence of the messages in all the communications.

- Improve and nurture in close coordination with the MSO an appropriate, fluent and effective bond with all programmatic officers, PFP officers and counterparts' leaders, so as to access to key data.
- Whenever necessary, participate in meetings with PFP officers and programmatic officers and assistants, taking into account all subjects that are ongoing, and those issues that foresee distinct consideration.
- Attend to PFP internal meetings (Corporate, Special Events and Direct Marketing) being able to identify and anticipate by scheduling all internal content requirements.
- When required, contact celebrities for the different initiatives held by the organization.

2. **Global programmatic information:** Regular analysis and adaptation of information from Global reports to ACO needs and getting testimonies, stories and pictures to concretize donors' contributions.

#### **Duties & Tasks**

- Monitor Global information platforms, networks and resources.
- Set with the Marketing Services Officer the generation, updating and systematization of the annual Content Calendar (both LOCAL and GLOCAL).
- When necessary, develop with the MSO to look after, gather, analyze and produce timely and relevant Global information to be used for prospecting and retention purposes.
- When required, together with the guidance of Global focal points and under the supervision of MSO, determine to gathered information to be translated and displayed in the global annual reports.

3. **PFP material production:** Effective assistance in the production of Annual Donors Reports (ACO Annual Report and Global Annual Reports), UNI magazine for donors, spots on UNICEF work for the telethon and among other initiatives, and digital content.

#### **Duties & Tasks**

##### **Donor Annual Reports**

- Gather key information about UNICEF work to be included in reports such as: programmatic information, photos, testimonials, among others.
- Improve the design and layout of all donor annual report direct marketing pieces, in close coordination with Marketing Services Officer.
- Follow up of 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.

##### **UNI Magazine**

- Ensure with the Marketing Services Officer to gather all the information needed for the development of UNI Magazine (3), following the same procedures that are established for the delivery of the Donor Annual 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 (10) and audiovisual materials for the telethon and other

PFP initiatives, in coordination with Special Events Officer, 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 and traveling to field trips, when required, etc.

4. **Financial information from programmes:** the analysis and update of ACO programme implementation and RR reports to produce and adapt financial information for donors.

#### **Duties & Tasks**

- Together with the Marketing Services Officer, submit the Annual Donor Reports account balance, bringing out maps, figures and tables if necessary.

5. **Administrative support:** Searching, following up and improving of different services and suppliers.

#### **Duties & Tasks**

- Ensure maintenance, logging, filing and updating records in prescribed format for subsequent use.
- Complete and analyze information and data in accordance with instructions received, making necessary abstracts and computations.
- Monitors Long Term Agreements (LTAs), contracts, budgets and financial expenditures of section, ensuring compliance with UNICEF rules and regulations, keeping supervisor informed and advised on actions for decision/follow up.
- 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)*

- **ACO 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 ACO needs and getting testimonies, stories and pictures to concretize donor's contributions.
- **PFP material production:** effective assistance in the production of Annual Donors Reports (ACO Annual Report, Global Annual Reports), UNI magazine for donors (3), spots on UNICEF work for the telethon (10) and other FR initiatives, and digital content needs (Social Media, Web sites, Ads, etc)
- **Financial information from programmes:** the analysis and update of ACO 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)**

**Core Values**

- Care
- Respect
- Integrity
- Trust
- Accountability

**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:**

- Analyzing (L2)
- Learning and Researching (L2)
- Planning and Organizing (L2)
- Following Instructions and Procedures (L2)

**VI. Recruitment Qualifications**

Education:

Completion of Secondary School. Technical and/or University level courses in marketing, content marketing, communication, publishing editor, or any other related field of discipline relevant to the job is an asset.

Experience:

6 years of progressively responsible work experience in multi-format writing, proofreading and edition of all type of texts. It will be mainly valued the versatility to translate complex information into simpler presentations. Additionally, the ability to generate content for digital formats and knowledge of graphic design.

Language Requirements:

Fluency in Spanish and English required.

**VII. Signatures- Job Description Certification**

Name: Catalina Bellisario Signature

Date

Title: Marketing Services Officer

Name: Luisa Brumana

Signature

Date

Title: Head of Office