



## UNITED NATIONS CHILDREN'S FUND JOB PROFILE

### I. Post Information

Job Title: Marketing Assistant (Corporate Alliances - Retail)  
Supervisor Title/ Level: Corporate Alliances 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.

The section will continue to implement a sustainable and unrestricted fundraising strategy, focusing in a "volume strategy" (pledge donors, one-time donors and clients micro donations) and reinforcing a "value strategy" (high value donors, major donors, legacies, corporate grants and private foundations).

There is the need to potentiate the corporate team's account management and negotiation capacity, to promote high level engagement relationships with the private sector.

The position of Marketing Assistant Corporate Alliances (GS6) reports to the Corporate Fundraising Officer at NOA level.

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

The job function of the post, under the general supervision of the Corporate Alliances Officer and the Corporate Alliances Specialist (and in close cooperation with the other corporate colleagues) will be to contribute on reaching corporate fundraising goals for ACO, focusing on dealing with retail companies (e.g. supermarkets, shopping centers, etc.) with two main objectives: 1) to maintain and potentiate current allies' income, and 2) to negotiate new agreements with key corporate prospects.

### **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:**

Preparation and monitoring of the annual Workplan and Budget for corporate fundraising, according to the organization guidelines and regulations

- Provides technical support on the preparation of the Corporate Fundraising workplan,, Corporate Plans, RER and other documents requested by TACRO and Geneva.
- Provides technical expertise, research's and prepares key information about corporate fundraising, to be used as inputs for the annual plans. Performs in depth technical analysis of corporate fundraising trends and best practices.

Corporate workplan implementation, especially related with retail companies.

- Timely implementation of the workplan (focusing on retail companies).
- Monitors and regularly reports on progress against income and budget targets, for supervisor action.
- Provides technical knowledge and prepares relevant information to be used in reports, KPIs and documents, timely updated.
- Provides technical expertise on corporate initiatives related to the retail industry.

Effective execution prospecting initiatives for retail companies. Proposals of new corporate fundraising initiatives to existing and potential partners.

- Negotiates with actual and potential corporate partners (retail companies).
- Prepares and makes UNICEF proposals through targeted presentations for potential corporate partners (retail companies), focusing on attaining the maximum income for UNICEF.
- Attends appointments and meetings with retail companies in order to propose new initiatives, provide background, conduct training and excite & engage the companies' teams.
- Analyses the national market, identifies opportunities and potential corporate partners (retail companies). Obtains all necessary information and provides technical support for decision making.

Effective process for assessment, sign-off and approval of existing and new corporate partnerships. Successful partnerships and relationships with retail companies.

- Prepares necessary documentation for Salesforce submission. Proposal and agreement's analysis and preparation: preparation of presentations to corporations and other Private Sector actors. Analyzes proposals from Corporations.
- Drafts agreements with Corporations. Provides technical support on agreement's content.
- Maintains a positive and collaborative working relationship with partners.
- Visits corporate partners to see agreement's execution and suggest improvements. Implements motivational schemas for corporate allies' employees working for corporate campaigns.
- Provides technical support on the approval of the partners marketing and promotional activity plans and executions under the supervision of the Corporate Fundraising Officer.

Effective cross-functional collaboration with corporate colleagues, under the guidance of the Corporate Fundraising Officer, as well as within PFP (Individual donors and Marketing Services) and ACO's programme areas (necessary inputs for corporate initiatives).

- Works with a positive attitude for teamwork within the corporate team and in collaboration with other PFP and ACO's areas (operations and programme areas)
- Implements corporate initiatives through which obtain more pledge donors in collaboration with the Individual Donors Area.
- Prepares and offers sponsorship deals for corporate partners (retail companies) in order to finance special events (sponsorship search and negotiation). Carries out administrative and operational control tasks during special event & projects related with the participation of sponsors and other private allies. Provides technical knowledge about the sponsorship

market and the retail industry.

Follow directives, instructions and comply with procedures, under the supervision of the Corporate Fundraising Officer, and in concordance with the organization guidelines and regulations. Administrative tasks and responsibilities are effectively carried out and delivered.

- Monitors income on a regular basis to ensure agreed targets are met and that the correct donations are paid. Agrees corrective action if needed in consultation with the Corporate Fundraising Officer.
- Makes decisions following established procedures on the implementation and monitoring of projects. Decisions will be in relation to the appropriate application of UNICEF policies, rule and regulations and under the supervision of the Corporate Fundraising Officer.
- Assures UNICEF visual brand identity is consistent across all agreements based on the UNICEF Brand Guidelines and Toolkit.

**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)*

Retail companies increase economic support to UNICEF goals

Pledge donors through retail companies' agreements.

Obtain adequate funds from retail companies to finance special events

Corporate agreements' compliance with internal due diligence process and UNICEF brand toolkit.

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

**Core Values**

- Commitment
- Diversity and inclusion
- Integrity

**Core competencies**

- Drive for Results (L2)
- Communication (L2)
- Working with People (L2)

**Functional Competencies:**

- Following Instruction and Procedures (L2)
- Analyzing (L2)
- Planning & Organizing (L2)
- Applying Technical Expertise (L2)

**VI. Recruitment Qualifications**

Education:	Completion of secondary school. Technical and/or university level courses in Communication, Advertisement, Business Administration, Marketing, will be an asset.
Experience:	6 years of progressively responsible work experience in fundraising areas and/or corporate alliances areas and/or marketing and advertisement areas or agencies will be an asset.
Language Requirements:	Fluency in Spanish and English is required.

VII. Signatures- Job Description Certification		
Name:	Signature	Date
Title: (Supervisor)		
Name: Luisa Brumana	Signature	Date
Title: Head of Office		