

## TERMS OF REFERENCE FOR TEMPORARY APPOINTMENT

<b>Job Title</b>	<b>Fundraising Specialist (Donor Experience)</b>	<b>Duty Station</b>	<b>Jakarta</b>
<b>Level</b>	<b>NO-C</b>	<b>Section</b>	<b>PFP</b>
<b>Duration (maximum 364 days)</b>	<b>364 days</b>	<b>Report to</b>	<b>Chief Private Sector Fundraising, P5</b>
<b>Estimated start date</b>	<b>April 2024</b>		

### **ORGANIZATIONAL CONTEXT AND PURPOSE FOR THE JOB**

UNICEF works in some of the world’s toughest places, to reach the world’s most disadvantaged children. To save their lives. To defend their rights. To help them fulfil their potential. 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 Fundraising Specialist (Donor Experience) is part of the Private Sector Fundraising Section and plays a critical role in supporting individual giving growth strategies and operations. This position is based in Indonesia country office and reports to the Chief of Private Sector Fundraising and Partnerships. The Fundraising Specialist will provide strategic guidance to the design and implementation of key organizational programmes in donor retention and business intelligence in order to deliver great experience for our supporters.

Under the overall direction of the Chief PSFR (P5), the incumbent will be responsible for providing leadership and strategic direction in the areas of donor experience: donor retention (donor care, value maximization), business intelligence, and strengthening operational systems and tools that will enhance UNICEF’s strategic private sector individual fundraising. While every fundraiser is responsible for the experience of our supporters, the supporter experience hub, consisting of donor care, processing and business intel teams, will provide the vision for what the positive experience should feel and look like for our donors and tools and the support that teams need to deliver it. The post holder will also provide coaching, training and development of staff skills and capacities.

### **KEY END-RESULTS**

This post will contribute to meeting the organization’s goals as it will:

1. Make recommendation and decisions on donor retention and business intelligence strategies, planning, implementation and evaluation.
2. Maintain or set-up new processes to facilitate efficient operation in payment processing, thorough data analysis, risk identification and fast resolution of donor related challenges.
3. Identify and share supporter insights based on donor behaviour and data with Individual Fundraising colleagues to shape donor retention projects and design donor journeys together.
4. Motivate and support the team working on this portfolios and coordinate with both internal stakeholders and external partners.

### **KEY ACCOUNTABILITIES, DUTIES & TASKS**

1. Lead the donor experience hub, consisting of donation processing, donor care and business intelligence teams, who support primarily the individual giving team and occasionally a wider PFP department.
2. Provide strategic direction, coordination, development and implementation of retention and business intelligence activities within the country office in order to optimize fundraising and revenue potential and meet income targets. A key focus will be on optimizing and developing pledge retention and life time value (LTV), minimizing attrition and ensuring excellent donor care (customer support). Compile and analyze relevant data from the individual donors performance to share with the IFR team to use in the strategic planning.
3. Help develop an annual work plan and budget for retention related campaigns: donor care (donor saving) and value max (upgrade) activities. Monitor and facilitate the implementation of fundraising strategies, work-plans and donor reporting and analysis to achieve targets, focusing on developing the loyalty of individual donors as well as ensuring the increase of their time life value.

4. Develop and oversee internal and external suppliers and partners (agencies, suppliers' banks etc.) to ensure that processes are streamlined, effective and assisting the overall aim to grow income and to promote excellence in briefings and campaigns to the satisfaction of internal and external parties thereby protecting and promoting the UNICEF brand.
5. Help lead the donor care teams in coordination with the relevant team leaders (internal and/or external) to ensure UNICEF donors receive the higher standards of customer service. Serve as a champion of donors and bring the voice of customer to the rest of the organization by genuinely listening to and learning from donors' feedback.
6. Plan, monitor and report on all relevant aspects of efficient donation processing, excellent donor care, and insight analysis, and submit relevant reports in high quality and within agreed deadlines to IFR colleagues, senior management, regional office, or headquarters.
7. Be aware of all data protection legislation and self-regulatory codes of practice relating to advertising, direct marketing, fundraising and data protection ensuring digital media project compliance.
8. Keep up to date with PFP individual donor guidelines and best practice to ensure all global best practice and regional key learnings are utilized where relevant in donor retention and value maximization.

## RECRUITMENT QUALIFICATIONS

### 1. **Education**

Advanced university degree in marketing, business administration or economics. Training in marketing practices required. *A first level university degree (Bachelor's) in a relevant technical field (as identified above), in conjunction with seven (7) years of relevant work experience in customer experience, loyalty/retention programmes, sales, marketing, staff management and budget oversight and/or other directly-related technical field, may be taken in lieu of an advanced university degree*

### 2. **Work Experience**

- Five years of progressively responsible experience in customer experience (CX), sales, marketing, staff management and budget control is required.
- Experience managing a team is required.
- Experience in strategic analysis and providing business-solutions required
- Proven track record with modern CRM solutions is desirable (for example, Salesforce).
- Extensive experience in data analysis and reporting is desirable.

### 3. **Language Proficiency**

Fluency in English and Bahasa Indonesia is required.