



UNITED NATIONS CHILDREN'S FUND JOB PROFILE

I. Post Information

Job Title: Fundraising Officer (Digital)
Supervisor Title/ Level: Marketing Officer
(Services) NOB
Organizational Unit: Resource Mobilization -
PFP
Post Location: Buenos Aires, Argentina.

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

II. Strategic Office 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, in operations and its fundraising efforts. 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.

Strategic office context:

The Argentina Country Office (CO) has a strong PFP component that contributes to cover 100% of the Other Resources (OR) required to implement the Argentina Country Programme. Over the last 10 years the CO also raised funds to contribute to Global Regular Resources (RR), Regional Thematic Funds (RTF), Emergencies (OR-E).

Most of the income growth came from the successful implementation of pledge prospecting campaigns and the development of a large base of regular pledge donors to UNICEF retained and upgraded through a donors' journey plan. In 2021 the House List have more than 250.000 regular pledge donors, who contribute with flexible funds for our local cooperation program as well as for regional and global needs and a Legacy program with more than 10.000 hand raisers. In addition, there is a strong corporate relationship team that engages with and raise funds from the Private Sector and Major Donors. And finally, a special events team that annually implement 3 main activities, among them, Un Sol para los Chicos Telethon.

Purpose for the job

The job function of the post, under the general supervision of the Marketing Services Officer and the Resource Mobilization Manager (and in close coordination with the other PFP areas and the Digital communication team) will be in charge of the implementation of a full spectrum of digital marketing initiatives— from lead generation to optimizing conversion, reach and engagement of

different audiences, campaigns and platforms and any other digital activity aim at raise fund or engage with the Private Sector-.

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:

Increase UNICEF Argentina income through donor acquisition & retention and other fundraising initiatives:

1. Analyze different digital requirements to provide relevant information on digital FR existing data, opportunities, and trends. Advice on the development of the PFP Digital Calendar in consultation with the digital communications team.

- Analyze digital fundraising historical data, trends, and opportunities to propose solutions for the existing FR & PSE challenges.
- Support the PFP digital goals setting, and advise in defining target audiences, defining digital channels' mix and any other technical need.
- Contribute with:
 - The preparation of budget needs
 - The development of the digital FR & PSE calendar -in consultation with the digital communications team-.
 - The development of an Integrated Digital Campaign -together with the digital communication team-.

2. Ensure the correct implementation, monitoring and performance improvement of the digital fundraising plans. Provide accurate support and guidance on the use of digital channels (i.e. SEM/SEO, landings pages, eMail, display and social media –paid & organic-).

- Ensure:
 - the identification of the right suppliers (for ex. development and paid media agencies).
 - the efficient implementation of the digital plans by providing technical support in the selection of the right media, digital platforms, target audiences and suppliers.
 - the identification of synergies and efficiencies among the different PFP teams and campaigns
 - the required infrastructure (hosting & security) is in place -in coordination with ICT and PFP Database-.
 - the correct development of the digital platforms and tools (email marketing tools, CMS for online donation forms, transactional landings and content).
- Coordinate -and supervise-:
 - the gathering of the different requirements to prepare and implement the FR plans.
 - the interaction with external suppliers.
 - the implementation of the different digital fundraising campaigns and activities.
 - the development of landing pages, digital communication pieces (for ex. Emailing), and manage CMS systems, including content uploading.
 - the gathering of technical specifications for website forms, coordinate and undertake website testing and issue tracking.
 - the sharing of key information with the digital communication area (for ex. Audiences, segmentation, social media - moderation -)

3. KPI & reporting.

- Together with the PFP areas:
 - Establish digital key performance indicators.
 - Monitor the investment of each digital FR & PSE action against the allocated budget and the expected results.
- Ensure
 - The correct tagging of digital communication pieces to facilitate the tracking & analysis.
 - The collection of information from different digital sources (websites, email and text communications, social media activity, Google Analytics, Google Tag Manager and others) to produce reports for analysis and decision making.
 - The monitor of the websites traffic and source analytics vis-a-vis key performance indicators.

4. Up-to-date advice and technical support of digital innovation, best practices, opportunities and trends.

- Provide up-to-date advice and technical support to the PFP areas on digital marketing trends.
- On a regular basis, identify new technology, media, methods, techniques, and ideas to improve the implementation of existing initiatives.
- Promote innovation inside the Digital Fundraising Team and participate in other PFP innovation initiatives to identify new solutions for existing challenges and contribute to test new ideas.
- Create a network of key people to share and compare ideas and actively participate in regional/global conversations to share and learn from other digital experts in UNICEF and other people.

5. Implement the required technological solutions to support the digital fundraising and engagement strategy while guaranteeing its compliance with security requirements, legal regulations, and internal procedures.

- Ensure that digital activities and platforms capture, transfer, and store data in a secure way.
- Promote the fulfillment of existing legal regulations, industry standards and internal procedures in all digital activities.
- In close coordination with ICT, PFP database and Digital Communications teams, plan ahead, validate and periodically revise systems security requisites, in particularly on web sites, landing pages, and donation forms, to avoid cyberattacks and generate alerts.

6. Administrative support

- Together with the PFP areas:
 - Develop terms of reference for information or proposal requests.
 - Follow up the different bidding processes.
 - Monitor budgets and expenditures ensuring compliance with UNICEF rules and regulations.
- Propose the selection of suppliers and keeping the requesting area supervisor informed and advised on administrative issues and processes.
- Monitor and evaluate suppliers' performance. Provide information and advice on suppliers' selection to the PFP Areas when requested.
- Develop and implement mechanisms and criteria to coordinate and synergize the different PFP digital efforts (suppliers, agencies, digital media).

- Alert PFP areas on administrative issues that requires attention.

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)*

This function will contribute to the efficiency and effectiveness of UNICEF Argentina as it will provide a wide range of services and support to the FR and PSE areas:

- Support the PFP digital goals setting by analyzing different digital requirements and provide relevant information on digital FR mechanisms, opportunities, and trends.
- Implement the different Digital FR initiatives.
- Measure KPI for reporting and decision making.
- Analyze digital FR best practices and trends to improve and innovate.
- Implement the required technological solutions to support the digital fundraising and engagement strategy while guaranteeing its compliance with security requirements, legal regulations, and internal procedures.

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

VI. Recruitment Qualifications

Education:	University Degree in Digital Marketing, Marketing, Fundraising, Business, Advertising, Design, Computer Science, or any other additional training in a related field.
Experience:	1 year of progressively responsible work experience in digital marketing or digital fundraising areas. Proven proficiency in the use of SEO & SEM, search engine algorithms, social media ads, content management systems, e-

	<p>mail sender tools, HTML coding and web analytics packages. Experience in any of following marketing areas: performance digital marketing, web development, relationship marketing/e-CRM, CMS, SEM, integrated media planning.</p> <p>Knowledge of marketing campaign management (planning, implementation, monitoring and evaluation).</p>
Language Requirements:	Fluency in Spanish and English is essential.