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| **JOB TITLE**: **Donor Relations Officer**  **JOB LEVEL**: **NOA (Level 1), Post # 94968**  **REPORTS TO: Private Sector Fundraising Officer NOC, Post # 94966**  **LOCATION**: **Jakarta, Indonesia** | JOB PROFILE NO.:\_\_\_ \_  CCOG CODE:\_\_\_\_\_\_\_\_\_\_\_  FUNCTIONAL CODE: \_\_ \_\_  JOB CLASSIFICATION \_\_\_\_\_\_\_\_ |
| **ORGANIZATIONAL CONTEXT**  This position is in the Private Fundraising & Partnerships section within Indonesia country office and reports to NOC PSFR Specialist (Individual Fundraising). The specific role of the unit includes supporting the overall resource mobilization efforts of the office to secure target funds to support the efficient delivery of the programmatic priorities. The Donor Relations Officer assists in planning, implementing and monitoring of fundraising. | |
| **PURPOSE OF THE JOB**  Under the general guidance and direct supervision of PSFR Specialist, the Officer improves the retention and increase the value of UNICEF Indonesia’s donors through inspiring donor journeys, as well as working together with the team to reduce drop-outs and cancellations. The incumbent will ensure that the country office has useful, valid and reliable information of the situation of children’s and women’s rights, the performance of UNICEF-supported programmes including their relevance, efficiency, effectiveness and sustainability, and in emergency contexts, their coverage, coordination with other stakeholders and coherence. | |
| **KEY END-RESULTS**   1. **Reduced attrition of UNICEF Indonesia’s existing monthly donors:** More than 55,000 donors have already decided to become a “Pendekar Anak” and support UNICEF Indonesia’s work for disadvantaged children with a regular gift. Sadly, many of them drop out over time – some because they actively cancel their donation as they cannot afford it anymore, decided to support other causes, etc., but even more of them simply because their credit card expires or other technical reasons that the donor often is not even aware of. Your work will reduce this attrition, because you create inspiring donor journeys, develop effective approaches to address technical issues that may otherwise later lead to drop-outs, and work with the donor care team to find the right conversations in the right channels to save donors. 2. **Increased value of monetary contributions coming from UNICEF Indonesia’s individual donors:** Donors usually sign up to support UNICEF with a standard amount. But some of them may have the potential (and the willingness!) to actually donate more. Your work helps our team to ask them in a compelling way at the right moment with the right inspiring message. | |
| **KEY ACCOUNTABILITIES and DUTIES & TASKS**   * Reporting directly to the Head of Individual Fundraising, you focus on retaining, cross-selling, and upgrading individual donors (especially pledge donors) to grow un-earmarked funds for the country programme as per agreed targets. * Closely collaborate with the acquisition and donor content team to create an excellent donor experience from the point of sign-up to retention and upgrade. * Develop an inspiring donor journey for existing donors (both pledge and cash), by focusing on audience-led communication and the powerful impact of pledge giving. * Formulating cross-platform content strategy to communicate with donors beyond the traditional channels, i.e.; WhatsApp, social media, etc. * Support the supervisor and the Chief of Fundraising in making decisions by providing analytical reports and evidence-based recommendations for your area of work and beyond. * Contribute to relevant planning, monitoring and reporting to the Chief of Fundraising, Regional Office and Headquarters. * Collaborate with peers in other UNICEF offices across the world, Regional Office and Headquarters to identify successful approaches and best practices to guide our work in Indonesia – including the test of innovative approaches that have or have not worked elsewhere. * Manage external service providers and other partners for your area of work. This includes responsibility for the relevant procurement and contracting processes, budgeting, and the payment of invoices. | |
| **COMPETENCIES AND LEVEL OF PROFIENCY REQUIRED (Based on UNICEF Competencies Profile)**  **Core Values**   * Care * Respect * Integrity * Trust * Accountability   **Core Competencies**   * Nurtures, Leads and Manages People (1) * 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)   **Functional Competencies**   * Analyzing (2) * Applying technical expertise (2) * Learning and researching (2) * Planning and organizing (2) | |
| **REQUIREMENT QUALIFICATIONS (**[ ] indicates the level of proficiency required for the job.)   1. **Education**   Bachelor’s Degree and/or relevant professional qualifications in Fundraising, Business Administration, Marketing, Management, Communications or related subject.   1. **Work Experience**  * Minimum one year professional experience in copy writing, content management, customer experience or other relevant work experience with particular focus on fundraising / marketing / communication activities. * Experience in managing customer / audience loyalty programme * Experience in managing agencies or have agency work experience.  1. **Key Competencies**  * Excellent knowledge on audience mapping and audience-led communication * Excellent in content management and customer experience * Proficient in Ms Office (Word, Excel, and PPT) * Ability to manage a complex and diverse collaboration across organization * Self-motivated, maintain a positive mindset, and professional approach to work * Attention to detail * Knowledge on fundraising is highly desirable  1. **Language Proficiency**   Fluency in Bahasa Indonesia and English required. | |
| **Org Chart:** | |