



SPECIFIC JOB PROFILE

I. Post Information

POST NUMBER/ CASE NUMBER:

BRZ23054

POST/CASE NUMBER OF SUPERVISOR:

100403 Fundraising Officer NO-1

REASON FOR CLASSIFICATION:

Establishment of a new post

REGION/DIVISION: LACRO**COUNTRY:** Brazil**DUTY STATION:** Brasilia**OFFICE:** Brazil Country Office**SECTION:** Resource Mobilization & Partnership**UNIT:** Resource Mobilization & Partnership**CATEGORY:** General Service**PROPOSED LEVEL:** GS- 6**JOB TITLE:** Fundraising Associate (e-mailing)**Functional Code:** FRA**ICSC CCOG Code:**

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 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.

Strategic office context:

Due to the growth in complexity, number of individual donors, variety of digital subchannels of communication, it is necessary to establish a capacity to the Digital Fundraising team to implement the strategy and support the achievement of the established goals set by the Global Headquarters and Brazil's Country Office.

Purpose for the job:

Under the supervision of the Fundraising Officer (Digital), perform daily tasks and routines contributing to make UNICEF Brazil a relevant content generator to our donors and different audiences contributing to the loyalty and fundraising targets. Lead in the creation of donor journeys in Marketing Cloud and with other platforms with a BSP (Business Solutions Provider) for acquisition, maximization, emergencies and nurturing fundraising campaigns.

Fundraising Associate (E-mailing) will play a crucial part in managing prospects databases, implementing targeted CRM strategies, and optimizing processes to acquire new donors and increase fundraising efforts for the Brazil Office Individual Giving Program, which operates with a high diversification of content and initiatives. Your expertise in CRM systems and your ability to craft and execute engaging campaigns will directly impact our ability to reach and acquire new donors to support our mission.

III. Key functions, accountabilities and related duties/tasks:

CRM SYSTEM

- Responsible for the daily routine of organizing the journey of donors and prospects, as per the planned campaigns;
- Spearhead the management of donor databases within the CRM system, ensuring accuracy, security, and compliance with donor information.
- Develop and execute innovative CRM strategies tailored specifically for donor acquisition and fundraising efforts for UNICEF.
- Collaborate closely with the marketing and retentions teams to align CRM strategies with the goal of acquiring new donors and maximizing fundraising outcomes.
- Plan and execute targeted fundraising campaigns through various channels, utilizing CRM tools and segmentation techniques to effectively engage potential donors.
- Conduct comprehensive analysis of donor data, derive insights, and generate reports to measure the success and ROI of donor acquisition campaigns.
- Continuously optimize CRM workflows and processes to streamline donor acquisition efforts and enhance overall fundraising efficiency.
- Provide training and support to internal teams on utilizing CRM systems for donor acquisition purposes.
- Stay updated on industry trends and best practices in CRM technologies and methodologies for donor acquisition and fundraising.
- Monitor engagement, and revenue across all CRM campaigns; QA content, linking, segmentation;
- Review and revise the record data in the system;
- Search, analyze and organize fundraising processing information, as well as donations performance and the reasons for non-payment and cancellations, when requested;

Marketing Campaigns

- Support promotion calendars and wireframes for weekly strategy;
- Create campaign briefs and track campaign effectiveness and optimize results;
- Support segmentation matrices and facilitate execution of marketing campaigns;
- Support in optimizing all campaigns by testing subject lines, creative, copy, send time;
- Support development of testing plans, report results, and provide recommendations;
- Ensure the process of opt-in according to the best practices of the market and following the new GDPR.
- Use and search of email marketing tools and in general communication platforms for the optimization and automation of communication processes with donors and leads.

IV. Impact of Results

- Contribute to the automated process of engaging and converting leads.
- Contribute to improving results of new donor's acquisition helping to achieve better ROI.
- Contribute to the definition and implementation of donor journeys communications to different target audiences and for all purposes related to donor acquisition, loyalty and retention.
- Contribute to the team's objective in reaching annual private individuals fundraising goals.

V. UNICEF values and competency Required (based on the updated Framework)

i) Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability
- Sustainability

ii) Core Competencies (For Staff without Supervisory Responsibilities)

- 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)

VI. Recruitment Qualifications

Education:	Completion of secondary education preferably supplemented by technical, or university courses related to the work of the organization.
Experience:	<ul style="list-style-type: none">• A minimum of 5 years of relevant work experience in marketing or public relations, with at least 2 years in fundraising areas and/or any related function.• An academic degree higher than the required degree may be considered to compensate up to two (2) years of experience in case the candidate lacks the required experience.• Proficiency in CRM software (e.g., Salesforce, HubSpot, Zoho CRM) and expert knowledge in database management principles is an asset.
Language Requirements:	Fluency in English and in Portuguese required. Knowledge of another official UN language is an asset.

VII. Child Safeguarding	
IS THIS ROLE A REPRESENTATIVE, DEPUTY REPRESENTATIVE, CHIEF OF FIELD OFFICE, THE MOST SENIOR CHILD PROTECTION ROLE IN THE OFFICE, CHILD SAFEGUARDING FOCAL POINT, OR INVESTIGATOR (OIAI)? *:	No
IS THIS POST A DIRECT CONTACT ROLE IN WHICH INCUMBENT WILL BE IN CONTACT WITH CHILDREN EITHER FACE-TO-FACE, OR BY REMOTE COMMUNICATION, BUT THE COMMUNICATION WILL NOT BE MODERATED AND RELAYED BY ANOTHER PERSON? *:	No
IS THIS POST A CHILD DATA ROLE IN WHICH INCUMBENT WILL BE MANIPULATING OR TRANSMITTING PERSONAL-IDENTIFIABLE INFORMATION ON CHILDREN SUCH AS NAMES, NATIONAL ID, LOCATION DATA, OR PHOTOS)? *:	No
THE SELECTED CANDIDATE FOR THIS POSITION WILL BE REQUIRED TO ENGAGE WITH VULNERABLE CHILDREN*:	No