



# Job Classification


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## Classified Job Descriptions

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Job Description Type:	Specific Job Description	Region:	<a href="#">LACR</a>
Category:	<a href="#">GS (General Services)</a>	Country:	<a href="#">Uruguay</a>
Reason for Classification:	Establishment of a new post	Duty Station:	Montevideo
Level:	<a href="#">G-6</a>	Office:	Montevideo
Title:	Fundraising Associate	Section:	PFP
Title Information in Parenthesis:	(Donor Care)	Unit:	PFP
CCOG Code:	2A10	Case Number:	URG2302
UNICEF Code:	FRA	Post Number:	
Classified by:	Emanuele Pinchera	Classified Date:	8/9/2023
Organizational Context:	<p>The sustained growth in fundraising in Uruguay Country Office over the last years is explained by the results obtained in the Individual Giving channel with an increasing houselist of pledge donors. The high number of pledge donors requires a robust communication with them (Donor Care) in order to sustain value maximization and reputation, which are both essential to achieve revenue growth goals as stated in the Country Office's Private Sector Plan.</p>		
Purpose of the Job:	<p>Under the close supervision of the Fundraising Officer, NO-B, the Fundraising Associate (Donor Care) GS6 will contribute to Uruguay Country Office's Fundraising Strategy by supporting the implementation and monitoring of donor care activities to ensure the retention and value maximization of existing donors.</p> <p>The Fundraising Associate (Donor Care) GS6 will assist the Fundraising division in the implementation and monitoring of donor care activities in alignment with the Country Office's Fundraising, Communication and Advocacy strategies to get children's and women's issues into the public domain. A solid communication with donors plays a fundamental role for their retention and value maximization in fundraising. This position will be key to strengthen donors' support to UNICEF's mission and objectives in the country and enhance the organization's credibility and brand. This will ensure the consolidation of Uruguay Country Office's fundraising presence in favor of the Country Programme needs.</p>		
Key functions, accountabilities and related duties/tasks:	<p>Within the delegated authority and under the given supervision of the Fundraising Officer (Individual Giving), the incumbent may be assigned the primarily, shared, or contributory accountabilities for all or part of the following areas of major duties and key end-results.</p> <ul style="list-style-type: none"> <li>• Provide technical support to the preparation of the Donor Care plan, calendar, objectives, metrics and KPIs: <ul style="list-style-type: none"> <li>o Assists in the preparation of the Donor Care workplan and indicators.</li> <li>o Assists in the establishment of activities, metrics and criteria (reporting, systems, performance evaluation, goals).</li> </ul> </li> <li>• Effective implementation of Donor Care activities, focusing on human resources aspects (such as recruitment, training, motivation) and quality of work: <ul style="list-style-type: none"> <li>o Implements the Donor Care workplan to maximize the donor's loyalty efforts.</li> <li>o Provides support to evaluate telephone, email, whatsapp and different interactions with the donors.</li> <li>o Supports in the schema and human resources needs taking into consideration the donor care goals.</li> <li>o Gives clear guidance and supervises the donor care center members in terms of</li> </ul> </li> </ul>		

	<p>motivation, engagement, objectives and activities.</p> <ul style="list-style-type: none"> <li>o Assists in defining and implementing different quality processes.</li> <li>o Daily monitors and analyzes the quality of inbound and/or outbound phone calls, email, whatsapp and different communications made by the operators.</li> <li>o Assists in the establishment of the selection criteria of outsourced human resources for the Donor Care Center. Participates in the recruitment process.</li> <li>o Assists in the establishment of the training and motivation schemas for outsourced human resources.</li> <li>o Assists in the negotiation and agreements with Donor Care suppliers.</li> </ul> <ul style="list-style-type: none"> <li>• Contribute to enhancing quality of pledge donors recruited to meet retention:           <ul style="list-style-type: none"> <li>o Enhances pledge databases by monitoring its quality in terms of donor information.</li> <li>o Follows-up on Saving campaigns (donors' missed payments).</li> <li>o Contributes to enhancing Donor Care services (monitor donors' inbound calls, e-mails,Whatsapps and different communication modalities with donors).</li> <li>o Monitors registering process and fulfillment of new pledge donors (sign-up, registering in DPO, fulfilment).</li> <li>o Undertakes other special projects as defined by the Fundraising Officer.</li> </ul> </li> <li>• Administrative support to Donor Care activities:           <ul style="list-style-type: none"> <li>o Assists in the research and evaluation of potential suppliers, especially focusing on the quality of the services provided.</li> <li>o Provides assistance in preparing diverse documentation, including Terms of Reference, notes for the record and CRC submissions.</li> <li>o Supports other administrative processes, ensuring compliance with UNICEF rules and regulations, while keeping the supervisor informed and advised on actions for decision making or follow up.</li> </ul> </li> <li>• Any other project assigned by the supervisor.</li> </ul>
Impact of Results:	<p>The incumbent will be accountable for the implementation of the tasks and responsibilities in the donor care field described above. The efficiency and effectiveness of its support to the Individual Giving strategy will contribute to sustainable results for donor retention and value maximization which are key to strengthen donors' support to UNICEF's mission and objectives in the country and enhance the organization's credibility and brand.</p>
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
Competencies and level of proficiency required:	<p>Core Values</p> <ul style="list-style-type: none"> <li>• Care</li> <li>• Respect</li> <li>• Integrity</li> <li>• Trust</li> <li>• Accountability</li> <li>• Sustainability</li> </ul> <p>Core Competencies Skills</p>

Recruitment Qualifications:	<ul style="list-style-type: none"><li>• Demonstrates Self Awareness and Ethical Awareness (1)</li><li>• Works Collaboratively with others (1)</li><li>• Builds and Maintains Partnerships (1)</li><li>• Innovates and Embraces Change (1)</li><li>• Thinks and Acts Strategically (1)</li><li>• Drive to achieve impactful results (1)</li><li>• Manages ambiguity and complexity (1)</li></ul> <p>Education:</p> <ul style="list-style-type: none"><li>- Completion of secondary education is required.</li><li>- Studies at university level in marketing, communication, and/or other related fields are an asset.</li></ul> <p>Experience:</p> <ul style="list-style-type: none"><li>- Minimum of six years of relevant work experience in fundraising, marketing, customer care and/or other related areas.</li></ul> <p>Language Requirements:</p> <ul style="list-style-type: none"><li>- Fluency in Spanish is required. Working knowledge of English is required.</li></ul>
Attachments:	<a href="#">Proposed Org Chart PFP Uruguay Jul23.pdf</a> <a href="#">URG SJP - Fundraising Associate (Donor Care) - GS6.pdf</a>

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