



UNITED NATIONS CHILDREN'S FUND  
GENERIC JOB PROFILE (GJP)

## I. Post Information

Job Title: **Chief, Fundraising**  
Supervisor Title/ Level: **Country Representative / P-5 / D-1**  
Organizational Unit: **Fundraising**  
Post Location: **Country Office**

Job Level: **Level 4**  
Job Profile No.:  
CCOG Code: **1A10**  
Functional Code: **FRA**  
Job Classification Level: **Level 4**

## II. Organizational 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.

### **Job organizational context:**

As a general guide, the "Chief, Fundraising" GJP at the **L4 level** is typically to be used in a country office with a medium-sized private sector fundraising programme and team, with corresponding complexity including multiple channels and audiences, and a number of external suppliers (and typically with annual revenue at or soon due to reach **between US\$5/10 and US\$15/20 million**).

### **Purpose for the job**

The position is the head of the private sector fundraising team in the country office, and is responsible for leading all UNICEF fundraising from the private sector, and supporting broader engagement with business and key influencers in the private sector.

Under the general guidance of the Representative, the position will be responsible for the overall coordination, planning, development and realization of the country office's private sector fundraising strategy, in line with UNICEF's global private sector strategy. The incumbent will

oversee and coordinate various fundraising channels and activities, ensure engaged and long-term partnerships, and drive revenue growth for both the Country Programme needs as well as for UNICEF globally.

### **III. Key functions, accountabilities and related duties/tasks**

#### **Summary of key functions/accountabilities:**

#### **Leading and managing the Private Sector Fundraising Team**

- Provides leadership and supervision to the private sector fundraising (PSFR) team for all fundraising activities. Represents the PSFR team in the Country Management Team.
- Builds a PSFR staffing structure to enable the office to maximize revenue growth.
- Establishes clear individual performance objectives, goals and timelines; and provides timely guidance to enable the team to achieve their goals.
- Identifies training opportunities to meet staff development needs aligning with the PSFR goals.

#### **Developing the Private Sector Plan for the country office and ensuring achievement of goals**

- In close consultation with the Country Management Team and PFP Regional Support Centre, and informed by clear analysis of the external environment, develops a comprehensive private sector strategy ('Private Sector Plan') targeting the audiences with strongest potential, including individual supporters, key influencers (major donors and foundations) and/or businesses. Ensures effective alignment with national, regional and global plans and priorities.
- Provides guidance and direction for analysis, planning, implementation and management on all fundraising channels as well as partnerships, with emphasis on achieving flexible and unrestricted resources.
- Stays abreast of key developments in the external environment as they affect fundraising, and continuously seeks new growth opportunities, and interprets and acts upon these with the team. Likewise remains up to date with cutting edge developments globally in fundraising practice within UNICEF and across the sector, and ensures these are applied as relevant.
- Builds and supports a culture of innovation to drive fundraising growth.
- Engages with PFP colleagues in Geneva and RSC to coordinate access to appropriate investment funds and accurate and timely reporting on subsequent results.
- Develops with the team a coherent annual workplan and budget covering each component of the strategy, including an optimized individual giving programme (maximizing income through pledge, one-off donations, legacies and/or emergency giving), partnership prospect pipeline, investment cases, cultivation and solicitation, and partnership management; ensures sufficient re-investment into fundraising activities; monitors work progress and ensures results are achieved on time and to required performance standards; ensures effective management of financial and human

resources, in compliance within UNICEF financial rules and regulations.

- Builds support for PSFR goals from other teams within the country office through building effective collaborative relationships accordingly - notably with Communications (to drive a strong brand and assure powerful content for fundraising), HR (to optimize fundraising talent in the office), Operations (operational support for fundraising) and Programmes (strong articulation of programmes for donors and partners, and compelling reporting). Advocates for adequate staffing in these teams to support PSFR growth.
- Assesses and mitigates risk related to the private sector work, making informed decisions on fundraising operations and the overall engagement with the private sector.
- Ensures effective sharing of fundraising learning and materials internationally, through conferences, workshops and online channels.

#### **Acquiring, cultivating and retaining individual donors and supporters**

- Provides leadership and strategic directions on deploying different channels to recruit and retain individual donors and supporters, considering budget, performance, competition, supplier availability and regulations.
- Oversees the acquisition, retention and stewardship of pledge donors. Ensures adequate diversification of the acquisition portfolio across different channels and techniques, e.g. face-to-face, digital, DRTV, telemarketing.
- Develops existing and new relationships with external suppliers to optimize the provision of fundraising services.
- Ensures effective management and protection of donor data, and analysis and segmentation of such data.
- Assures optimal supporter experience via a two-way engagement that builds supporters' loyalty and maximizes lifetime value.

#### **Establishing and managing meaningful partnerships**

- Takes an active role in identifying, approaching and negotiating relationships with key influencers and business. Assures effective concepts for engagement with partners are developed with programme and communications teams.
- Represents UNICEF in meetings with key partners to advocate and promote UNICEF programme goals and objectives; portrays a strong UNICEF brand through effectively communicating the UNICEF stories and messages.
- Facilitates the office in leveraging the non-financial aspects of key influencers and business.

## **IV. Impact of Results**

1. The Private Sector Plan developed for the country office is aligned with UNICEF's global private sector strategy, and is translated into concrete plans and measurable goals.
2. Goals set out in the country office's Private Sector Plan are achieved, which will help enable UNICEF to achieve programme goals at national and global levels.
3. The private sector team is motivated, performing at its best and achieving results.
4. Decisions are made effectively on fundraising and partnership strategies. Plans are implemented, managed, monitored and evaluated efficiently and effectively in order to

- maximize results.
5. PSFR roles and responsibilities in the country office are clear for all staff to contribute, and ensures the entire country office collaborates to achieve PSFR 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 with Supervisory Responsibilities) \***

- Nurtures, Leads and Manages People (2)
- Demonstrates Self Awareness and Ethical Awareness (2)
- Works Collaboratively with others (2)
- Builds and Maintains Partnerships (2)
- Innovates and Embraces Change (2)
- Thinks and Acts Strategically (2)
- Drive to achieve impactful results (2)
- Manages ambiguity and complexity (2)

## **VI. Skills**

- Proven ability to develop effective long-term strategic fundraising plans, with appropriate allocation of time and resources, and foresee risks and allow for contingencies when planning.
- Proven ability to implement clear goals that are consistent with agreed strategies, identify priority activities, adjust priorities as needed to meet organizational goals.
- Demonstrated ability to identify and seize new fundraising opportunities, formulating new fundraising strategies and models.
- Demonstrated ability to adjust to unexpected challenges and proposing countermeasures accordingly.
- Demonstrated ability to lead and encourage innovative ideas, foster a culture of innovation within the team. Strong entrepreneurial skills.
- Diplomatic negotiation, influencing and networking skills to establish and maintain trusted partnerships and to develop close and effective working relationships with diverse stakeholders.
- Excellent communications skills, verbal and written.

## VII. Recruitment Qualifications

<p>Education:</p>	<ul style="list-style-type: none"> <li>• An advanced university degree (Master’s degree or equivalent) in one of the following fields is required: Business Administration, Marketing, Communications, Fundraising, Management, or another relevant technical field.</li> <li>• Alternatively, a first level university degree (Bachelor’s degree or equivalent) in combination with qualifying experience may be accepted in lieu of the advanced university degree.</li> </ul>
<p>Experience:</p>	<ul style="list-style-type: none"> <li>• A minimum of eight years of professional experience in private sector fundraising is required, with progressively increasing responsibilities, including direct responsibility for setting and meeting income targets.</li> <li>• Experience in, and knowledge of, the country context is an asset.</li> <li>• Relevant marketing experience will be considered as contributing to this work experience.</li> <li>• Familiarity with the private sector.</li> <li>• International fundraising experience is an asset.</li> <li>• Previous managerial experience is essential.</li> </ul>
<p>Language Requirements:</p>	<ul style="list-style-type: none"> <li>• Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.</li> </ul>

## VIII. Signatures- Job Description Certification

Supervisor and Country Office Representative

Name: Oyunsaikhan Dendevnorov



Signature

29 Aug 2024

Date