



UNITED NATIONS CHILDREN'S FUND
JOB PROFILE

I. Post Information

Job Title: **Fundraising Specialist (Marketing Specialist - Individual Audience)**
Supervisor Title/ Level: Resource Mobilization Manager
Organizational Unit: PSFR
Post Location: Unicef Colombia

Job Level: **NOC**
Job Profile No.:
CCOG Code:
Functional Code:
Job Classification Level:

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

The UNICEF Private Sector Plan 2022-2023 has been built with a strong base to create actions that generate fundraising as well as engagement with the different audiences. The importance of carrying out strategies and actions that are focused on the audience has been highlighted. UNICEF is taking an audience approach to achieving results with the private sector. Brand is being placed as a critical driver of connecting effectively with UNICEF key audiences and key enablers for achieving the goals in the plan.

The PSP goal includes empower the team, improve the systems and set up the strategies to make the CO Colombia grow substantially in gross revenue during the 2021 - 2024 plan.

The four main sources of income planned are individuals (pledge and cash donors), legacy, foundations and business. 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. In 2021 the Telemarketing, Digital, Tv show and Face to Face (F2F) campaigns are the main individuals acquisition channels.

Purpose for the job

Under the direct supervision and leadership of the Resource Mobilization Manager (P4), a Marketing Specialist (NOC) will be responsible to lead, develop, monitor and assess the fundraising Individual strategy with the objective to maximize the growth income and brand visibility for UNICEF. With focus on the Individual audience this position will be responsible to formulate the pledge and ways to become pledge donor's strategy including the diversification channels and Legacy development. This position will be the backup for the Chief of Resource Mobilization and Partnership when necessary.

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:

1.- Definition of Fundraising Plans (Short, medium and long plans)

- Individual fundraising strategy, annual Workplan and budget agreed by stakeholders according to the organization guidance and regulations.
- Support the Resource Mobilization Manger in the develop and the implementation of the individual fundraising strategy and implementation plans. Establish the Individual fundraising KPI's.
- Supports the development of the PSP Plan by identifying industry trends, activity of competitors and other required information of the market that may support the best market analysis.
- Supports the updating of the PSP plan in close coordination with the Corporate, Marketing service and CRB Officers
- Financial resources (budget planning, management and monitoring) effectively managed and optimized.
- Identifies key dependencies that impacts directly or indirectly over the fundraising plan. Monitors and reports the progress towards the status of implementation or solutions undertaken to realize the dependencies.
- Strategic and operational fundraising strategy and implementation plans effectively planned, monitored and evaluated in order to meet or exceed income targets.

2.- Effective develop and management of the implementation plans ensuring the achievement of the individual fundraising objectives and KPI's

- Ensure the timely of the implementation workplan.
- Monitoring and regular reports on progress against income and budget targets. recommends actions where required.
- Ensure reports, KPI's and documents are prepared timely updated.
- Evaluate and analyze financial and non-financial results from the different fundraising channels, checking efficiency of strategies used and suggesting necessary adjustments. Assess the performance of the different channels with a view of increasing results and revenue.

3.- Identify, design and implement a diversification plan for fundraising channels focused on the individual audience, to test global strategies in the Colombian market

- Identifies and monitors industry trends as well as best practices at UNICEF networks, including experiences from the National Committees with the goal to turn these into recommendations on how to strengthen the tools to establish, monitor and assess strategy and action plans.
- Propose and manage the development of Business Cases with potential for replication.
- Propose innovative ways to further develop KPIs over existing and new fundraising channels and translate the ideas into strategies and concrete plans.

4.- Ensure the fundraising Investment Funds Plans

- Fundraising strategy developed together with the Chief RM&P and translated into a concrete plan, including the request, monitoring and reporting of Investment Funds
- Design the budget distribution strategy in the work plan.
- Ensure the respective assignments to contracts, payments and roof modifications if necessary and on time.
- Establish investment and monitoring scenarios, monthly and quarterly of the execution of the funds.
- Comply with the expected rate of return on investment in each segment.
- Ensure the submission of requests for funds and compliance with the schedule of reports of 6,12 and 36 months.

5.- Act as a Backup for the Chief RM&P when necessary

- Attend to internal and external meetings representing Mobilization Manager during the absence of the Mobilization Manager
- Providing guidance to the PSFR team and making the necessary decisions during the absence of the Mobilization Manager

6.- Effective management, leadership and motivated staff, outsourced teams and stakeholders

- Promote a “continuous improvement” culture throughout entire individual fundraising area and partners and suppliers.
- Provide effective leadership to the individual fundraising team, including guidance for the development of an annual workplan focusing on effective resource mobilization against the targets and timely annual performance appraisals and mid-year reviews.
- Ensure the completion of PAS--both own and to all staff under supervision.
- Maintain a healthy, respectful work environment within Individual, Corporate. Marketing services and CRB team
- Ensure continual relationship management with key partners and suppliers, as part of the individual fundraising strategies development and execution.
- Ensure the continual relationship management thorough key stake holders, LACRO, CO, GENEVA, and other related UNICEF function.

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)

- Fundraising strategy developed together with the Mobilization Manager and translated into a concrete plan, including the request, monitoring and reporting of Investment Funds.
- Strategic and operational fundraising strategy and implementation plans effectively planned, monitored and evaluated in order to meet or exceed income targets.
- Planning, monitoring and evaluation tools adapted to the Results Mobilization & Partnerships unit are systematized and established.
- UNICEF's global fundraising priorities, campaigns and partnerships, disseminated in a locally-appropriate way.
- Advises for Corporate Pathways to Pledge (CPTP) properly delivered.
- Back up for the Mobilization Manager when necessary properly delivered.

V. Competencies and level of proficiency required (please base on UNICEF Competency Profiles)

<p><u>Core Values</u></p> <ul style="list-style-type: none"> ▪ Care ▪ Respect ▪ Integrity ▪ Trust ▪ Accountability ▪ Sustainability 	<p><u>Core competencies</u></p> <ul style="list-style-type: none"> ▪ Build and maintain partnerships (L2) ▪ Demonstrates self-awareness and ethical awareness (L2) ▪ Drive for results with impact (L2) ▪ Innovate and embraces change (L2) ▪ Manage ambiguity and complexity (L2) ▪ Thinks and acts strategically (L2) ▪ Working collaboratively with others (L2) ▪ Nurtures, leads and manage people (L2)
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VI. Recruitment Qualifications

Education:	<ul style="list-style-type: none"> - An advanced university degree (master's degree or equivalent) in Business Administration, Communications, Economics or equivalent, with specialization in Fundraising Studies or Marketing, is an asset. - Specialized knowledge in Direct Marketing or Private Fundraising is a strong asset.
Experience:	A minimum of five years of progressively responsible work experience in fundraising business and development for leading global companies or organizations, with at least 3 years of individual donor fundraising experience or Direct Marketing, Additional years of relevant experience in the above-mentioned fields is a strong asset.

Language Requirements:

Fluency in English and Spanish is required.