UNITED NATIONS CHILDREN'S FUND
JOB PROFILE

I. Post Information

SENDER: Laura Toribio **JOB DESCRIPTION TYPE:** Specific Job Description **POST NUMBER/ CASE NUMBER:** ARG21018 **POST/CASE NUMBER OF SUPERVISOR:** Marketing Officer (NOB) **REASON FOR CLASSIFICATION:** Establishment of new post **REGION/DIVISION:** LACRO **COUNTRY:** Argentina **DUTY STATION:** Buenos Aires **OFFICE:** **SECTION:** **UNIT:** Resource Mobilization -PFP	**CATEGORY:** NO **PROPOSED LEVEL:** NOA **JOB TITLE:** Marketing Officer (Database) **Functional Code:** FRA **ICSC CCOG Code:** 1A10

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, in operations and its fundraising efforts. 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 :

The Argentina Country Office (CO) has a strong PFP component that contributes to cover 100% of the Other Resources (OR) required to implement the Argentina Country Programme. Over the last 10 years the CO also raised funds to contribute to Global Regular Resources (RR), Regional Thematic Funds (RTF), Emergencies (OR-E).

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 retained and upgraded through a donors' journey plan. In 2020 individual giving campaigns, recruited 28.000 pledge donors solely, and by the end of 2020 the House List will have more than 255.000 regular pledge donors, who contribute with

flexible funds for our local cooperation program as well as for regional and global needs.

Taking into consideration the growing size and complexity of the individual donors operation and the evolution and relevance of the data protection policies and standards, strengthening donor data security procedures and monitoring mechanisms is an urgent issue to address.

ACO recommends to strengthen the Section of Direct Marketing to ensure the implementation of data security procedures and market standards by establishing a NOA - Database Officer, under the close supervision and guidance of the NOB – Database Officer.

Purpose for the job:

Under the general supervision of the Marketing Officer (Database) NOB, the Marketing Officer (Database) NOA will be ready to support of the donors' database management and the data security plan in compliance with UNICEF rules and industry practices.

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

1. **Contribute with the preparation of the Direct Marketing Strategy and Workplan by generating accurate and timely data and reports from the different donor database systems.**

   - Generate information, mainly from DPO, other Systems and other internal records, to assist in the preparation of reports and databases for marketing campaigns.

2. **Develop and manage donor database reporting system to gather individual and corporate FR, marketing and financial information.**

   - Audit the database at varius levels to produce key metrics and detect data anomalies,

   - Help develop periodical database reporting to audit database integrity,

   - Import and export databases from and to database systems,

   - Suppoint in the development of statistical report that predicts attrition rates, donor's life time value, income projections, among other indicators. Help gaining donor's insight, improving marketing efficiency, tailoring campaigns and programmes to the right donor segment, achieving higher profitability and developing long-term donor relationships,

   - Provide technical support in monthly data process for different payment methods and process the response of each donation,

3. **Database security and confidentiality procedures, directives and instructions effectively established in concordance with the organization guidelines and regulations**

   - Ensure the correct functioning of Donor Perfect Online and other systems to manage the data of donors and supporters;

- Ensure the implementation of database security and confidentiality procedures and periodical process to guarantee database integrity;
- Monitor, assess and verify the use of Database resources to ensure compliance;
- Help manage Database incidents or problems;

4. **Provide help, support and assist with capacity building and knowledge management:**

- Provide technical and operational support to end-users;
- Provide technical and operational support to partners and vendors;
- Effective collaboration with PFP team and other ACO's areas (ICT) for efficient working processes, advisory functions and general database support;

5. **Ensure that administrative tasks and responsibilities are effectively carried out and delivered.**

- Understand and apply ACO administrative mechanisms. Search and select reliable and cost-effective suppliers
- Provide support as Contract Manager following exiting administrative and financial procedures,
- Analyze vendors & preparare contracts related with Database;
- Support the Supply area in establishing of local LTAs for services and products related with the Database operation;
- Follow up administrative procedures and establish/maintain up-to-date documentation in accordance with UNICEF rules.
- Assist in the preparation of the PSP workplan. Prepare periodic and ad-hoc reports and documents;
- Use VISION to different administrative and financial processes;

6. **Promote cross-functional coordination and collaboration with other areas:**

- Ensure the completion of PER by the deadlines
- Active participation in internal database meetings with special attention to deadlines, inconveniences and progress of the database plan;
- Undertake other special projects as defined by the Database Officer /or Individual Marketing Specialist;
- Maintain a positive and collaborative working relationship with partners.

IV. Impact of Results

The proposed post is needed for four main reasons:

- To prevent risks,
- To protect UNICEF image and reputation
- To improve analysis and reporting for better decision making
- To increase results.

Annually UNICEF Argentina invites more than three million people to become donors, recruiting more 35.000 new donors and implementing loyalty campaigns to more 252.000 active donors.

With the growing size and complexity of the individual donor's database and the evolution of the data security standards, the risks of not having a dedicated Database Officer with the ability of revising processes and implementing systems preventing risks is high.

The efficiency and efficacy of the incumbent will impact not only PFP division results, but UNICEF's reputation and image.

V. Competencies and level of proficiency required

(Please base on UNICEF Competency Framework)

Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability

Core competencies

- 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)
- Drive to achieve impactful results (1)
- Manages ambiguity and complexity (1)

Functional Competencies:

- Entrepreneurial Thinking (1)
- Analyzing (1)
- Persuading and Influencing (2)
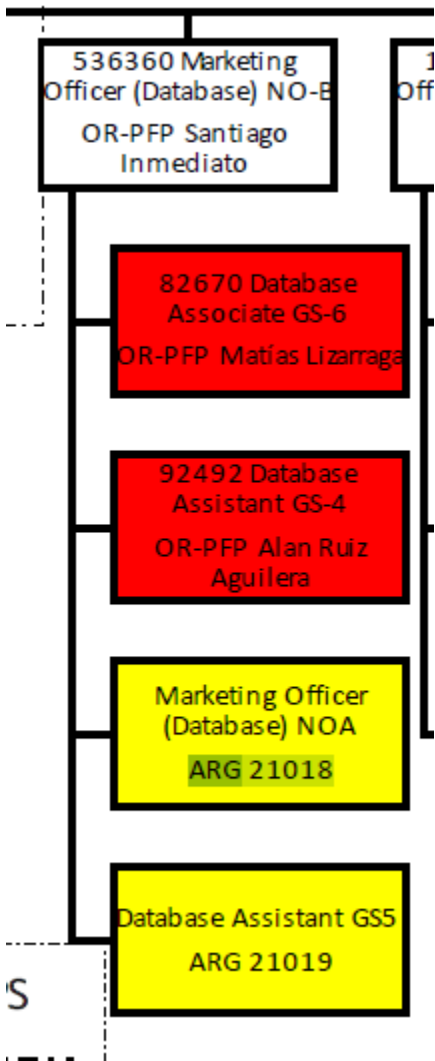
VI. Recruitment Qualifications

Education:	University first degree (Bachelor's) in business administration, marketing, computer science, software engineering, information technology management, and/or any related field.
Experience:	A minimum of 1 year of national relevant professional work

Language Requirements:	Fluency in English and Spanish is required. Knowledge of another UN language is considered an asset.

536360 Marketing
Officer (Database) NO-B

OR-PFP Santiago
Inmediato

82670 Database
Associate GS-6

OR-PFP Matías Lizarraga

92492 Database
Assistant GS-4

OR-PFP Alan Ruiz
Aguilera

Marketing Officer
(Database) NOA

ARG 21018

Database Assistant GS5

ARG 21019

Laura Toribio

From:	Luisa Brumana
Sent:	lunes, 5 de abril de 2021 15:32
To:	Nelson Amaya
Cc:	Maria Marta Nanfito; Laura Toribio; Antonio Pires Patricio
Subject:	RE: PBR 2021 Specific Job Descriptions - requesting your approval

Importance:	High

Dear Nelson

Many thanks and specific JDs approved to send to classification

Warm regards,

Luisa

Classified by Hein Kyaw Soe (10/Apr/21)