

Job Title:	Content Associate	Job Level:	GS6
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Purpose for the job

Under the general supervision of Marketing Services Officer (and in close cooperation with other PSFR areas) the Marketing Services Associate will assist in the generation, production of vital fundraising (FR) content and information to all the PSFR areas when required.

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:

Under the leadership of Marketing Services Officer (NOB) in Colombia, the postholder will carry out the following tasks:

1. CCO programmatic information:

Duties & Tasks

- Whenever necessary (MKSO Alternate), participate in programmatic coordination meetings, to address implementation status, results, and strategic orientation of the initiatives that the CCO is carrying out.
- Research, synthesize and compile qualitative and quantitative data and information to facilitate preparation of reports, objectives, activities, etc.
- Organize and keeps current registers and control plans on the status of projects at the formulation, implementation and operational stages.
- Contribute to gathering content and coverage from relevant country programme activities and results. Under MKSO supervision develop complementary, country specific and local community materials and activities, customizing data to PSFR requirements.
- Organize an up-to-date documentation archive for PSFR materials including publications, RR information, press releases and clippings, photographs, audio-visual materials, web resources, telemarketing out scripts, etc.
- Provide technical support to coordinate the process of ensuring that photographs and audiovisual materials have the necessary authorizations to be used for PSFR purposes.
- Contribute with MKSO to ensure rapid and accurate information delivery to PSFR areas.
- Assure the Marketing Services Officer in the follow up of the approval processes following CCO rules and procedures.
- Provide technical support to the production of PSFR materials and campaigns (e.g., films, videos, audio-visuals, telemarketing out scripts etc.) by providing audience friendly content and setting up informational and communicational frames to assure effectiveness and coherence.
- Attend to PSFR internal meetings (IG, High Value, B4R, MKS) being able to identify and anticipate by scheduling all internal content requirements.
- When required, contact celebrities for the different initiatives held by the organization.

2. **Global programmatic information: Regular analysis and adaptation of information from Global reports to CCO needs and getting testimonies, stories, and pictures to concretize donors' contributions.**

Duties & Tasks

- Assure the follow up of Global information platforms, networks, and resources.
- Set with the Marketing Services Officer the generation, updating and systematization of the annual Content Calendar (both LOCAL and GLOCAL).
- When necessary, develop with the MKSO to look after, gather, analyze, and produce timely and relevant Global information to be used for prospecting and retention purposes.

3. **PSFR material production: Effective assistance in the production of content that supports the acquisition and retention objectives of the different PSFR channels**

Duties & Tasks

- Monthly content generation to support acquisition and loyalty actions across various fundraising channels.
- Identification of attractive and engaging content for fundraising campaigns.
- Content generation for reporting of results to different PSFR audiences.
- Ensuring consistent language across all contacts/content aimed at different PSFR audiences.
- Initial curation of content generated by third parties and partners.
- Keeping the PSFR content repository up to date.
- Search and generate testimonials (beneficiaries, donors, corporate partners etc.)
- Monitoring material production.
- Accompanying field visits to generate content that supports PSFR strategies.

4. **Administrative support: Searching, following up and improving of different services and suppliers.**

Duties & Tasks

- Assure maintains, logs, files and updates records in prescribed format for subsequent use.
- Provide technical support to search and evaluate potential suppliers, prepare terms of reference for quotations. Follow up quotation process.

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)

- CCO programmatic information: compilation and systematization of information from programmatic sources (documents, reports, meetings, presentations, field trips, interviews with key stakeholders) timely executed.
- Global programmatic information: Regular analysis and adaptation of information from Global reports to CCO needs and getting testimonies, stories and pictures to concretize donors' contributions.
- PSFR material production: Effective assistance in the production of content that supports the

acquisition and retention objectives of the different PSFR channels).

- Administrative support: Search, follow up and improve different services and suppliers.

Recruitment Qualifications

Education: Completion of Secondary School. Technical and/or University level courses in marketing, content marketing, communication, publishing editor, or any other related field of discipline relevant to the job is an asset

Experience: 6 years of progressively responsible work experience in multi-format writing, proofreading and edition of all type of texts. It will be mainly valued the versatility to translate complex information into simpler presentations. Additionally, the ability to generate content for digital formats and knowledge of graphic design.

Language Requirements: Fluency in Spanish and English required.