UNITED NATIONS CHILDREN'S FUND
JOB PROFILE

I. Post Information

Job Title: **CRM Implementation Associate**	Job Level: **GS7**
Supervisor Title/ Level: **Marketing Development Officer – NO2**	Job Profile No.:
	CCOG Code:
	Functional Code:
Organizational Unit: **PFP Area**	Job Classification Level:
Post Location: **Bogotá - Colombia**	

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. Therefore, 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 CRM Implementation Associate, in the PSFR Section, in the country office of Colombia, reports to Marketing Development Officer (NO2)

Unicef Colombia is the first country who implemented SES – Core Module of Salesforce, currently we have over 100,000 active donors and an average monthly collection of 760.000 dollars, additionally a significant number of processes for the generation of information, databases for campaigns and general data management.

One year after the migration to the new system, the operation of the Individual donor team continues to face challenges related to the implementation of a new Donor management tool, as well as a new transactional and operational ecosystem that guides the efforts to sustain and growth of the collection operation.

The main functions and tasks of this position are aimed at monitoring, coordinating, and implementing critical processes of the current stage of the project, such as the API Integration project for UNICEF suppliers and the production of key tools for the acquisition and retention strategies of donors.

Fundraising operation focus on pledge with an increased number of donors (35% in 4 years) and expected to keep increasing at a double-digit rate annually in incoming years.

The number of suppliers (F2F Agencies, call centers, online payment gateways, Development Agencies, etc.) doing donor's acquisition has increased in numbers with the subsequent growing complexity in terms of collection process.

In addition to the level of maturity of the operational processes and experience of the Individual Giving team, this position requires technical and business knowledge that allows installing local capacity in the PSFR team, Loyalty and Legacy teams in understanding the tool and how to potentiate its functionalities

This operation and tasks fall in the CRM Implementation Associate (TA).

Purpose for the job:

Under the supervision of the Marketing Development Officer, in dotted line with the Individual Giving Officer, and close collaboration with other Fundraising Areas, coordinate the completion of the CRM implementation and further enhancements in Colombia Country Office, in order to accelerate the stabilization of systems, which will lead to improve supporters Lifetime Value and ultimately to increase revenue.

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)*

1. **Coordination of API integration of agencies to the new CRM:**

   - Coordinate, support and monitor API CRM integrations for acquisition agencies and associated campaign/strategy of other segments
   - Document processes and data flows of API integration in accordance with business rules and Core procedures in UNICEF Colombia.
   - Coordinate API integration related activities with local teams (ICT/ICTD/Database), external vendors and other partners
   - Technical and operational assistance to agencies in development and consumption of API/services, as well as to establish efficient communication means among stakeholders
   - Design projects and test cases in accordance with the functional scope of the integrations, aligned to business rules, strategic and operational processes in UNICEF Colombia

2. **Support in optimizing CRM collection processes:**

   - Coordinate the implementation of critical transactional processes related to the collection of current and new bank processors from the CRM and design a scalable solution that allows adding new processors, banks, gateways and payment methods.
   - Alongside with Database team and external vendors, provide automation of current manual transactional processes
   - Provide technical documentation of transactional processes in Unicef Colombia and propose cost-efficient implementations for the collection operation

3. **Assistance with other CRM platforms, portals, and tools:**

   - Technical and strategic support on the completion of the implementation and further enhancements of the digital marketing platform and other CRM's platforms, portals, and tools

- Design processes for an effective storage admin aligned to business needs
- Provide technical and operational support to functional users and stakeholders towards a better comprehension of systems to stabilize
- Propose, design and coordinate an efficient data flow among systems for accurate data driven decision making
- Ensure correct implementation of the CRM partner portal to all third parties which require access, according to levels of data visualization previously defined, as well as supporting partners in understanding and efficiently make use of the portal
- Document all processes related to the CRM platforms, portals and tools to ensure efficacy in information transferring

4. **Business Analysis and methodology**
   - Provide business analysis and support on use cases, functional user requirements and stakeholders expectations related to API integrations, other CRM platforms and tools, and critical processes for the stabilization of the system
   - Design and propose processes, functionalities and developments to the CRM and its platforms, portals and tools, required from the strategy and business needs
   - Maintain and support the project methodology from the role assigned
   - Coordinate scrum ceremonies with all teams involved and follow up on agreements resulted from each session
   - Monitor timelines and timely execution of commitments, as well as provide advice and alerts on possible delays
   - Synthesize requirements and findings, and effectively communicate it to stakeholders

5. **Promote cross-functional coordination, collaboration, and sharing information and good practices with other areas and partners**
   - Foster innovative and cost-efficient solutions to current challenges faced by local teams towards stabilizing the system
   - Coordinate the implementation of a CRM communications tactic to boost visibility of project advances and to provide knowledge of new features available to the team, as well as practical recommendations for functional users
   - Maintain a positive and collaborative work relationship with partners
   - Share information and transfer knowledge among teams to maximize the use of CRM for revenue generation

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*)

This post will contribute with the organizations goals as it will:

- Document CRM business processes to ensure efficient and effective internal information transfer, as well as continued local capacity building

- Ensure business continuity through close technical and strategic coordination of activities related to integration of agencies

- Provide business analysis on requirements from functional users and other partners to drive celerity to the stabilization process

- Accelerate the stabilization of CRM system and foster further enhancements to the tools, to drive improvements in engagement and income metrics

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

Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability
- Sustainability

Competencies:

- Builds and maintains partnerships (L1)
- Demonstrates self-awareness and ethical awareness (L1)
- Drive for results with impact (L1)
- Innovates and embraces change (L1)
- Manages ambiguity and complexity (L1)
- Thinks and acts strategically (L1)
- Working collaboratively with others (L1)

VI. Recruitment Qualifications

Education:	Completion of secondary education, preferably supplemented by technical or university courses related to the work of the organization
Experience:	Minimum seven years of experience in Salesforce CRM and preferably with experience in Fundraising Operations. Experience leading and coordinating functional and technical teams in data migration projects, parameterization of tools (CRM), software testing teams. Project Management and people skills Knowledge in Agile methodologies required, Scrum certification is an asset Experience in an UN system agency or an NGO is an asset Experience working with salesforce suppliers
Technical Knowledge	Intermediate MS Excel user (Graphics, Pivot Tables)
Language Requirements:	Fluency in English and Spanish is required. Excellent communication and writing skills in Spanish is required.