

TERMS OF REFERENCE (TOR)
CONSULTANCY
Digital Marketing Consultant

Expected start date of consultancy:	01.11.2020
End date of consultancy:	30.04.2021
Reporting to:	Fundraising Officer – Individual Giving

I. Background

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere. The world’s largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

This Private Sector Fundraising and Partnerships Plan 2018-2023 sets out the results and strategies that UNICEF will pursue to maximize resources and leverage the influence of the private sector. UNICEF Bulgaria’s fundraising strategy is focused on two main income streams from the private sector – monthly individual giving and corporate partnerships with higher income potential.

II. Overall objective of the assignment

UNICEF is seeking a Digital Marketing Consultant to contribute to the successful implementation, monitoring and evaluation of digital fundraising activities according to the yearly targets. The main objective of the consultancy is to boost individual donors’ acquisition and engagement through digital channels. To achieve these results, the Consultant will assist the development and implementation of a Digital Fundraising Strategy and Action Plan in line with the Private Sector Fundraising Plan 2018-2022, the Communication Strategy of the office and the relevant Digital Communication plans.

The Consultant will work under the direct supervision of the Fundraising Officer - Individual Giving and in close cooperation with the Communication unit.

III. Specific tasks of the assignment

- 1. In line with the Private Sector Fundraising Plan of the Country Office 2018-2022 assist the development of a Digital Fundraising Strategy for 2020-2022 with a focus on:**
 - improving supporter’s journey throughout all digital channels – websites, social media and mobile;
 - deepening audience engagement using targeted communication techniques and channels;
 - exploring opportunities to attract new audiences as supporters (adolescents and youth);
 - one-off and pledge donors’ acquisition and retention;
 - reporting and communicating with one off and pledge donors on regular basis.

2. **Create a digital fundraising workplan and campaign calendar for 2020 and 2021 in compliance with UNICEF Communication strategy and Social Media Plan which ensure the relevance and consistence in all UNICEF messages.**
3. **Implement the digital fundraising strategy and action plan to strengthen UNICEF's web presence and boost fundraising results across all digital channels.**
4. **Support the implementation of integrated fundraising and communication campaigns and events of the Country Office.**
5. **Contribute to the production of digital fundraising and communication assets including video.**
6. **Plan, execute, monitor and evaluate fundraising campaigns across different digital channels in order to acquire new one-off and pledge donors, drive income growth and obtain maximum profitability in terms of ROI.**

- In collaboration with Communication department develops strategies that reach targeted audiences and drive visitors to the donation website.
- Digital media planning and integration of all fundraising messages with the relevant advocacy priorities and awareness purposes.
- Set up and manage PPC campaigns on Google Ads and Display Network and social media in the frame of wider integrated fundraising and advocacy campaigns and events.
- Conduct retargeting campaigns to website visitors.
- Support the implementation of online customer fundraising and employee giving initiatives including e-mail campaigns.
- Implement lead generation campaigns to grow the contact list of supporters.
- Explore opportunities and propose peer-to-peer digital fundraising activities.
- Further development and improvement of digital fundraising within UNICEF Bulgaria current social media channels – Facebook, Instagram, Twitter, Linked In and YouTube.
- Assist in the implementation of mobile marketing campaigns via SMS and mobile messaging apps.
- Coordinate and closely monitor the work of external providers - digital and creative agencies to ensure high performance and delivery of results.

7. **Improve user (donor) experience at dari.unicef.bg in order to optimize conversion rate, maximize donor loyalty, improve retention and grow online donors' value.**

- Analyze the user experience journey on www.unicef.org/bulgaria and draw marketing insights to optimize conversion rate of dari.unicef.bg.
- Optimize design, functionalities and content of dari.unicef.bg.
- Research new online and mobile payment solutions to optimize the existing mechanism or recurring (monthly) donations.
- Regularly update content on UNICEF's donation webpage and landing pages in close cooperation with the Communications team.
- Optimize the digital donor communication cycle/journey. Edit content and design of automated and template e-mails for thank you, welcome, conversion and reactivation are edited in order to increase conversion, retention and donor loyalty.
- Plan and prepare weekly fundraising posts for social media according to the profile of the audience and the communication approach for every channel.

- Create quarterly direct e-mail campaigns to house list donors with call to action.
- Plan, create and set up the monthly e-Newsletter of UNICEF in Bulgaria, tailor and personalize messages to various target groups of supporters. Track results and implement improvements to increase open rate and click rate.
- Implement A/B testing of landing pages and e-mails and follow up on results.
- Support the planning and preparation of push notification (SMS) campaigns to house list of donors.

8. Set and monitor digital KPIs and make necessary adjustments if needed.

- Define a metrics plan, set and track performance indicators according to the Fundraising Strategy.
- Develop and maintain dashboards to oversee key digital performance indicators.
- Prepare monthly digital analytic reports with recommendations for improvements according to results obtained.

9. Ensure that digital activities and platforms secure data transfer and fulfill legal requirement (GDPR).

10. Keep up to date on the latest digital marketing trends and provide analysis of best practices, opportunities and trends and innovation, from UNICEF network and external organizations.

IV. Deliverables from the assignment

1. A digital fundraising strategy for 2020-2022 is developed by 31st December 2020.
2. A digital fundraising workplan and campaign calendar for 2020 and 2021 is created by 31st December 2020.
3. Planned integrated fundraising and communication campaigns and events in Q4 2020 are effectively supported through digital fundraising activities.
4. At least two digital fundraising campaigns per year are executed across different digital channels. The results are tracked and measured against set KPIs and objectives. The financial targets for cash and pledge income and number of donors acquired are fully reached.
5. Two e-mail marketing campaigns targeting house list individual donors are implemented by 31st March 2021.
6. User experience analysis of dari.unicef.bg is conducted and recommendations for improvements are provided by 31st December 2020.
7. UNICEF donation website is functioning properly, content is regularly updated, traffic is increased, and conversion rate is optimized to 1% and above.
8. The digital supporter engagement and communication cycle/journey is revised and further enhanced. Automated and template e-mails for thank you, welcome, conversion and reactivation are edited, content and design are updated.
9. The monthly e-Newsletter is set up and sent out to the e-mail list of individual donors and supporters by 10th of every month. The design and content of the e-newsletter is improved in line with latest trends in e-mail marketing. Open rate and click rate is increased across various target groups.

10. Digital fundraising performance indicators are defined and monitored on weekly and monthly basis. Results are tracked and digital analytics reports with recommendations for improvements are provided by the 5th of every month.

V. Timeframe and duration of the assignment

The assignment will be conducted for initial period of six months (November 2020 – April 2021) with possibility for extension upon satisfactory work performance, achieved results and planned fundraising activities.

The Consultant will work remotely and will have flexible working arrangement – up to 21 working days per month.

VI. Required education, experience and competencies

- University degree in marketing, communications, advertising, web design and development or additional training in digital marketing or related fields.
- Five years of experience in digital marketing and communications with specific focus on integrated media planning, e-mail marketing, search marketing and performance marketing on social media, Google Ads and Display network.
- Strong technical background and skills in the use of content management systems, Google Analytics, social media platforms, Google Ads, e-mail broadcasting tools (MailChimp) and mobile messaging applications.
- Excellent communication and interpersonal skills.
- Creative thinking.
- Drive for results.
- Strong analytical skills and solid understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data.
- Attention to detail and problem-solving skills.
- Strong organizational and planning skills.
- Advanced proficiency in MS Office (MS Excel in particular).
- Fluency in Bulgarian and English language.
- Initiative, passion and commitment to UNICEF's mission and values.

VII. Remuneration and conditions

- The Contractors will work remotely/ from home;
- The Contractors will work on a personal computer;
- The Contractors will work on flexible hours up to 21 working days per month;
- The Contractor will be paid monthly for successful performance of assigned tasks and approval of deliverables based on negotiated daily fee.

VIII. Monitoring and evaluation of the assignment

The selected Contractor will work under the general supervision of the Fundraising Officer – Individual Giving.

Designed by:

Petya Petkova - Grozdanova
Fundraising Officer – Individual Giving

Reviewed by:

Denitza Delville
Communication Officer

Approved by:


Jane Muita
UNICEF Representative in Bulgaria

15.09.2020