



## UNITED NATIONS CHILDREN'S FUND JOB PROFILE

### I. Post Information

Job Title: **Donor Relation Officer**  
Supervisor Title/ Level: **Donor Relation Officer NOB**  
Organizational Unit: **PFP Area**  
Post Location: **Bogota - Colombia**

Job Level: **Level 1**  
Job Profile No.: **COL16007**  
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** *(Please outline the type of office this position is in, in addition to its supervisor):* The Donor Retention Officer at the level 1, in the PFP Section, in the country office of Colombia, reports to the Donor Retention Officer at the level 2.

**Purpose for the job** *(Please outline the overall responsibility of this position):*

Under the close supervision of the supervisor, the Donor Retention Officer at the level 1 performs a variety of technical and strategic task of moderate to high scope and difficulty, in order to implement, monitor and evaluate the work plan for Retention and Cultivation programme for individuals and corporate donors, in accordance to General PFP Objectives.

**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. Implementation: Propose and implement innovative and cost effective marketing strategies and marketing content (design, components, and timing) of the different activities and campaigns. Content creation - writing blog posts, articles, newsletters, communications materials, and material for social media channels.

2. Strategy and work plan preparation: Contribute to the preparation of the CO PSFR strategic plan, by compiling and analyzing relevant data from the individuals and corporate performance and making recommendations to the PFP Manager on the Fundraising strategy and plan. To be aware of all data protection legislation and self-regulatory codes of practice relating to lotteries, advertising, direct marketing, fundraising and data protection ensuring digital media project compliance.
3. Planning: Recommends objectives, strategies and content (design, components and timing) of the different plans, activities and campaigns focus on develop the loyalty of individuals and corporate donors as well as ensure the growth of their time life value.
4. Monitoring and evaluation: Supervise the reception of donations and analyze the results of different campaigns, in relation to their strategies and objectives.
5. Donors relations: Design and implement a donor's relations policy advocating for donors interests.
6. Effective supervision of the Database Assistant.
7. Administrative tasks and responsibilities are effectively carried out and delivered.

**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:

- Recommend and follow strategies intending to develop and maintain the loyalty of individuals and corporate donors.
- Analyse the results of the campaigns by supervising the receptions of donations.
- Implement innovative and cost effective marketing strategies.
- Analyse relevant data from corporate and individuals donors to be included into the PFP plan.

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

**Core Values**

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

**Core competencies**

- Demonstrates Self Awareness and Ethical Awareness (2)
- Works Collaboratively with others (2)
- Builds and Maintains Partnerships (2)
- Innovates and Embraces Change (2)
- Thinks and Acts Strategically (2)
- Drive to achieve impactful results (2)
- Manages ambiguity and complexity (2)
- Nurtures, Leads and Manages People (1)

## VI. Recruitment Qualifications

Education:	University Degree in Business Administration, Marketing or related field.
Experience:	One (1) year of progressive responsible experience in Marketing, Promotional and Fundraising Areas.
Language Requirements:	Good level of English is required. Excellent communication and writing skills in Spanish is required.