



## UNITED NATIONS CHILDREN'S FUND JOB PROFILE

### I. Post Information

Post #: 108526  
Job Title: **Fundraising Officer – (Business Intelligence)**  
Supervisor Title/ Level: **Individual Giving Fundraising Officer, NOB**  
Organizational Unit: **Private Fundraising and Partnership (PFP)**  
Post Location: **Manila, Philippines**

Job Level: **NOA**  
Job Profile No.:  
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.

For over 75 years, UNICEF has been working on the ground in over 190 countries and territories to promote children's survival, protection and development. 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.

#### **Strategic Office & Job Organizational context:**

Through strategic leadership, innovation, and investment, the Private Fundraising and Partnerships (PFP) grows income and drives influence to create greater impact for children through private sector engagement. In doing so, PFP upholds UNICEF's standards of good governance, accountability, and risk mitigation, whilst championing our brand as the partner of choice and prioritizing flexible and sustainable funding from the private sector for every child.

The Philippine Country Office is a medium-to-large size country office with its base in Manila and a regular field office in Cotabato City. Moreover, the office is situated in a country that is highly exposed to natural hazards. The office has its own Private Fundraising and Partnerships (PFP team) which raises funds for its different programs, including emergencies.

The Fundraising Officer - Business Intelligence directly reports to the Individual Giving Fundraising Officer, NOB, the head of the Individual Giving Team. The Individual Giving (IG) Team raises the majority of the PFP unearmarked funding on an annual basis. There is a significant individual giving fundraising need in the new Country Programme from 2024 to 2028, and beyond in the context of the Philippine economy projected to be a middle to upper income country by 2025.

**Purpose of the job:**

Under the direct supervision of the Individual Fundraising Officer, the post is responsible for all aspects of donor database management, donor data for donation processing, donor retention, acquisition and donor data analysis and reporting.

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

1. Perform data analysis on all areas of donor acquisition and retention and lead analysis and reporting of results, as per agreed key performance indicators and metrics of success in order to ensure decisions taken and strategies implemented are data-informed and data-driven.
2. Perform data generation and cleansing for telemarketing campaigns, reactive saving via telemarketing and email, and data importing and validation for billing processing.
3. Maintain database integrity by managing donation processing on a day-to-day basis, and ensure data integrity through strict monitoring of data quality and accuracy during data input, data import and export before inputting into the database.
4. Monitor database access and manage user's security access to the database.
5. Ensure data back-up and data recovery plans are in place and up to-date.
6. Keep up to date with PFP global plans, strategies and guidelines and best practices to ensure all global best practice and key learnings are utilized and applied to the work being performed.
7. Attend relevant workshops and meetings both internationally, regionally and nationally as required.
8. Provide customer support such as entertaining donor inquiries via mail, email, phone, social media, etc. and perform other related tasks as ay be assigned from time to time.

**IV. Impact of Results**

- Poor database management may result in the loss of credibility, negative public perception, data corruption and inaccurate reporting.
- Any error in decision making may result in negative consequences in the income generated by the private sector fundraising programme, not only for the fiscal year in question but for future fiscal years. Errors in decision making may also damage UNICEF's credibility, brand image and resources in the country.

## V. Competencies and level of proficiency required

### Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability

### Core Competencies

- (1) Builds and maintains partnerships
- (2) Demonstrates self-awareness and ethical awareness
- (3) Drive to achieve results for impact
- (4) Innovates and embraces change
- (5) Manages ambiguity and complexity
- (6) Thinks and acts strategically
- (7) Works collaboratively with others

### Functional Competencies:

- Formulating Strategies and Concepts [ I ]
- Relating and Networking [ II ]
- Persuading and Influencing [ II ]
- Entrepreneurial Thinking [ I ]
- Analysing [ I ] •

## VI. Recruitment Qualifications

### Education:

A university degree in any of the following is required: Business, Marketing, Management, Communication, Arts, Social Sciences, International Relations, or a related field.

### Experience and qualifications:

A minimum of one (1) year of relevant professional work experience in data handling and database management; additional experience in customer service is also desired.  
Experience in individual fundraising an asset.

Candidates must also possess or demonstrate:

- Strong interpersonal skills
- Strong creative writing and editing skills
- Strong organizational and planning skills
- Strong networking skills
- Strong communications skills
- Analytical and strategic thinking
- Entrepreneurial thinking
- Drive for results

**VII. Signatures- Job Description Certification**

SUPERVISOR: Susanna Carolina Snyman

Signature

Date 24/09/2024



Signature

Date 24/09/2024

Title: Head of Office: Oyun Dendevnorov