



UNITED NATIONS CHILDREN'S FUND
JOB PROFILE

I. Post Information

POST NUMBER/ CASE NUMBER:

BRZ23052

POST/CASE NUMBER OF SUPERVISOR:

100397 Marketing Services Officer (NO-2)

REASON FOR CLASSIFICATION:

Establishment of a new post

REGION/DIVISION: LACR

COUNTRY: Brazil

DUTY STATION: São Paulo

OFFICE: Brazil Country Office

SECTION: Resource Mobilization & Partnership – RM&P

UNIT: Resource Mobilization & Partnership RM&P

CATEGORY: General Service

PROPOSED LEVEL: G-6

JOB TITLE: Marketing Associate (Campaigns Development)

Functional Code: FRA

ICSC CCOG Code:

II. Strategic office 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.

Strategic office context:

The Resource Mobilization & Partnerships Sector has ambitious fundraising targets and outcomes to be reached based on market potential, programmatic needs and building on successful results already achieved. Our aim and vision are to develop, manage and enhance the fundraising potential of working both with individual and businesses donors and a core part of achieving this vision is the Marketing Services (MS) team.

After review, additional resource is being created to support Marketing Services team to embrace the new fundraising campaigns challenge that will lead to the extra income success. The Marketing Associate (Campaigns Development) will support the Individual Giving and the High Value Partnerships teams by creating and implementing engaging fundraising campaigns. The role will have the objective to support the leverage of the flexible or non-fixed income fundraising potential to support both, the local and global UNICEF Programme.

Purpose for the job:

Under the supervision of the Marketing Services Officer, the Marketing Associate (Campaigns Development), will contribute with the organization's goals by assisting in the different fundraising (FR) areas as planning, implementing, monitoring and reporting back campaigns to engage current and potential donors.

S/He will exchange with a range of staff in the country office, external partners and agency counterparts in support of individual and corporate fundraising operation design and delivery. S/He will provide regular feedback on the status of campaigns through their performance monitoring and advise on improvements to keep them on track.

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

Facilitate the development of fundraising campaigns plan by providing information and drafting selected sections of it, contributing with a growth in the quality and quantity of UNICEF's targets.

Ensure timely and accurate recording of the supply processes linked to the campaigns implementation to assess their financial record-keeping, expenditure controls and reporting systems.

Develop the creative part of online and off-line campaigns and ensure the correct implementation, monitoring the performance and suggesting improvements of impactful fundraising campaigns, informing team-members on the status.

Help conduct regular spot checks with the global and local marketing services and communications teams to draft and produce campaign materials that encourage people to donate and engage with UNICEF's initiatives.

Support the Resource Mobilization & Partnerships section in researching, compiling and analyzing qualitative and quantitative data and information from a variety of sources on subject matters relevant to the work of the section to facilitate fundraising operation delivery, as well as preparation of reports, working papers and presentations.

Carry out transactions in the system (VISION) ensuring campaign results, activities and expenditure coding are as per annual work plans (AWPs), and make amendments and alterations as per section revisions when necessary.

Carry out transactions in the system (VISION) pertaining to grants and programme-related items for the section.

Prepare monitoring and reporting information for supervisor and team on agreed performance indicators to drive more efficient management and accountability for results. Help prepare a template for tracking campaign performance (including using the Salesforce platform) regarding all audiences to support the office in optimizing use of investment funds.

Deliver global and local campaign packages and materials ordered, as well as a final report and best practices document when appropriate.

Regularly monitor budgets and financial expenditures of section by employing applicable tools, ensuring compliance with UNICEF rules and regulations, keeping supervisor informed and advised on actions for decision and/or follow up.

Participate and engage in global webinars and benchmarks to identify opportunities and content to replicate locally.

Prepare final report, lessons learned and support the review of successful and unsuccessful campaigns, systematizing best practices when required. The key results have an impact on the overall performance of the Resource Mobilization and Partnerships unit and success in the implementation of fundraising activities and results.

IV. Impact of Results

Under the general supervision of the Marketing Services Officer, the Marketing Associate (Campaign Development) will contribute with the organization’s goals as it will assist the different fundraising (FR) areas in planning, execution and report campaigns to engage current and potential donors. The support provided will enable the country office to achieve the PFP-related output results of the country programme.

V. Competencies and level of proficiency required

i) Core Values

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

ii) Core Competencies for Staff without Supervisory Responsibilities

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

VI. Recruitment Qualifications

<p>Education:</p>	<p>Completion of secondary education is required, preferably supplemented by technical, or university courses related to the work of the organization.</p> <p>University first degree (Bachelor’s) in Marketing, Advertising, Social Communication or Public Relations is highly desirable.</p>
<p>Experience:</p>	<ul style="list-style-type: none"> • A minimum of six years of relevant experience in Marketing support functions. • An academic degree higher than the required degree may be considered to compensate up to two (2) years of experience in case the candidate lacks the required experience.

	<ul style="list-style-type: none"> • Relevant experience in a UN system agency or organization is considered as an asset.
Language Requirements:	Fluency in English and in Portuguese required. Knowledge of another official UN language is an asset.

VII. Child Safeguarding	
IS THIS ROLE A REPRESENTATIVE, DEPUTY REPRESENTATIVE, CHIEF OF FIELD OFFICE, THE MOST SENIOR CHILD PROTECTION ROLE IN THE OFFICE, CHILD SAFEGUARDING FOCAL POINT, OR INVESTIGATOR (OIAI)? *:	NO
IS THIS POST A DIRECT CONTACT ROLE IN WHICH INCUMBENT WILL BE IN CONTACT WITH CHILDREN EITHER FACE-TO-FACE, OR BY REMOTE COMMUNICATION, BUT THE COMMUNICATION WILL NOT BE MODERATED AND RELAYED BY ANOTHER PERSON? *:	YES
IS THIS POST A CHILD DATA ROLE IN WHICH INCUMBENT WILL BE MANIPULATING OR TRANSMITTING PERSONAL-IDENTIFIABLE INFORMATION ON CHILDREN SUCH AS NAMES, NATIONAL ID, LOCATION DATA, OR PHOTOS)? *:	YES
THE SELECTED CANDIDATE FOR THIS POSITION WILL BE REQUIRED TO ENGAGE WITH VULNERABLE CHILDREN*:	YES