

TERMS OF REFERENCE FOR TEMPORARY APPOINTMENT

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|------------------------------------|---|---------------------|---|
| Job Title | Donor Relations Officer (Retention & Value Maximization) | Duty Station | Jakarta |
| Level | NO-A | Section | PFP |
| Duration (maximum 364 days) | 364 days (1 year) | Report to | Donor Relations Specialist, NO-C |
| Estimated start date | 1 January 2024 | | |

ORGANIZATIONAL CONTEXT AND PURPOSE FOR THE JOB

UNICEF Indonesia's increasing number of individual donors requires a more stringent approach to increase the retention, fulfilment and value of our existing donors, but also to manage dropouts and cancellations in a proactive way and seek opportunities to reengage with them at the right moment.

UNICEF Indonesia is looking for a strategic multitalented person who can analyze complex data from different sources to identify opportunities, while at the same time also implement omnichannel campaigns and initiatives to drive value maximization and increase retention. This includes supervising the In-House Donor Care team as well as selecting suitable external service providers and driving innovation to use new channels of communication.

This role works in very close collaboration with colleagues in different teams and reporting lines: The Individual Fundraising Acquisition and Marketing team and specifically the Donor Journey Officer, the Digital team, the Donor Content Assistant and Communication team.

KEY FUNCTION, ACCOUNTABILITIES AND RELATED DUTIES/TASKS

1. Identify opportunities to drive retention and value of existing donors
 - Analyze data from different sources to identify patterns and opportunities
2. Conceptualize and implement dedicated campaigns to drive specific retention and value results
 - Conceptualize solutions and campaigns to leverage these opportunities, including cost, expected value, and potential implementers in-house or external
 - Brief and train In-House Donor Care or select suitable external service providers to implement these campaigns and initiatives
 - Develop scripts and other communication content together with the Donor Content Assistant and the Donor Journey Officer
 - Set up tracking in the CRM database and ensure any external service providers are connected/integrated
 - Monitor performance and quality, and make continuous suggestions for improvement
3. Manage In-House Donor Care Team
 - Manage and motivate the team
 - Set KPIs, monitor and manage performance
 - Ensure relevant capacity and expertise
4. Select and manage external service providers
 - Identify potential service providers, manage procurement processes and select the best fit
 - Motivate the team and make them feel part of UNICEF's mission
 - Set KPIs, monitor and manage performance
 - Check quality of services and accuracy of invoices and reports
 - Make sure contracts are in place and suppliers paid in due time
5. Manage budgets and Rols

- Project budget needs
 - Project Return on Investment (RoI) achieved with these budgets
 - Monitor budget implementation and adjust budgets upwards where successful / downwards where underperforming
6. Drive innovation to increase effectiveness of our donor communication efforts
- Implement further (especially mobile) channels to reach and interact with our donors, especially WhatsApp

RECRUITMENT QUALIFICATIONS

Education:

A university degree in one of the following fields is required: Marketing, Communication, Business Administration, or related field

Work experience:

- A minimum of one (1) year of relevant professional work experience at strategic and analytical level is required
- Mandatory experience in managing a call center as a supervisor or manager
- Strong teamwork skills across hierarchies and within own team
- Strong communication skills
- Experience in management of external vendors and service providers is an asset
- Experience in building loyalty among customers/donors is an advantage
- Has financial literacy and able to manage budgets

Language proficiency:

Excellent communication skills in English and Bahasa Indonesia are required