



UNITED NATIONS CHILDREN'S FUND JOB PROFILE

I. Post Information

Job Title: **Database Associate
(Analysis)**
Supervisor Title/ Level: **Fund Raising Officer,
NOA**
Organizational Unit: **PFP Area**
Post Location: **UNICEF's Colombian Country
Office**

Job Level: **GS6**
Job Profile No.:
CCOG Code:
Functional Code:
Job Classification Level: **GS6**

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. Therefore, 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):* Senior Database & Analysis Associate, in the PFP Section, in the country office of Colombia, reports to the Donor Relations Officer NOA.

The PFP goal includes empower the team, improve the systems and set up the strategies to make the CO Colombia grow 182% in gross revenue during the 2018-2021 plan. The income will be increased from \$20,000 to \$69,096M investing a total sum of \$53,026M with local resources and 105,517M with Investment Funds. The strategy includes the execution of campaigns on individuals to achieve 159,774 active pledges by 2021 and 8,000 cash donors. We will start with 2 new income sources: with legacy requests, expecting to have results in 7 years and with foundations expecting to fundraise \$0M. Business will be another key audience in our expansion plan not only because of the income expected directly from corporates (\$16,628M) but also because of its role closing alliances for our CPTP strategy. We will also start with a big challenge for our CO, to include into the UNICEF dynamic influencers, advocates and volunteers as key stakeholders. We expect to involve around 528k non-financial supporters. The plan is also ambitious in terms of impact on businesses where we achieve positive changes to children and

corporations that integrate respect for children's rights and advocate for UNICEF's priorities.

Fundraising operation focus on pledge with an increased number of donors (33% CGAR in 4 years) and expected to keep increasing at a double-digit rate annually in incoming years. Fundraising operation focus on pledge with an increased number of donors (30% in 4 years) and expected to keep increasing at a double-digit rate annually in incoming years. The number of suppliers (F2F Agencies, call centers, online payment gateways, etc.) doing donor's acquisition has increased in numbers with the subsequent growing complexity in terms of database management and data analysis.

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

Under the close supervision and guidance of the Donor Relations Officer NOA, this post undertakes the administration and control of the well-functioning of the donor's database and supports the fundraising areas by aiding on implementation of analysis that could help to optimize the use of resources with focus in improve the retention rates and the acquisition profiling. The inclusion of security measures in hand with the standards required by UNICEF made this process even more complex and sophisticated. The number of banks accounts for local fundraising purposes also was increased in numbers (from 1 to 3) which makes more complex and diverse the bank/credit card charging. The growing database presents other challenges like the imperative task to segment the audience per behavioral variables to better retention and acquisition profiling. As well as the performance of different test and pilots that demands profound data knowledge and analysis. In addition, the current processes implied ensure the debit process reconciliation between the batch debit and the donor's management system (currently Donor Perfect), it is also important to consider that Colombia will be migrating its current CRM from DPO to Salesforce. This operation and tasks falls in the Database Associate (Analysis).

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. Database management:

- Ensure & follow up the processing credit/debit card charges of individual donors (pledge and one-off givers).
- Assisting the fundraising section in processing credit/debit card charges of individual donors (pledge and one-off givers).
- Control the right importing of donor' records between UNICEF and selected suppliers such as Face to Face agencies, call centers and Online payment gateways.
- Follow the contracts related to Database management and Payments (DPO, Payment gateways, others)
- Lead the monthly payment process and provide information to Individuals Officer and/or Donor Relations Officer for the decision making related to this process.
- Performs segmentation of the database per different criteria to allow the implementation of different telemarketing campaigns and communications targeted to different donors' groups.
- Assist in searching and evaluating potential suppliers (Payment gateways, systems, etc)
- Assist in the definition of test variables and closely monitoring the results in order to define the success of those tests.

2. Support on the analysis of current donor's data base to determine their capacity of contribution, preferences & expected life time as donor. Analyze other external sources of information to find out social trends

- Be familiar with advanced statistical, business intelligence or data mining tools of and other common computer programs (EXCEL).
- Collaborate with the development of segmentation criteria of current donor's data base.
- Correct analysis, compilation of data and presentation of results for decision making of the retention tools currently used.
- Support in the implementation of segmentation tools (for example surveys or profiling techniques) of current donor's data base.
- Be familiar with research methodologies (qualitative & quantitative).
- Collaborate to define different criteria for marketing analysis of current and potential donors (based on behavioral and sociodemographic factors).
- Prepares reports executed in Donor Perfect for further analysis and develop new reports according to fundraising analytic needs. This has also been increased in terms of complexity. Donors' analytics is essential for right decision making.

3. Support on the analysis for decision making of the retention tools currently used.

- Compilation of data and presentation of results.
- Generation of insights that could be applied in drawing up communications tools to improve retention rates.

4. Provide relevant business information for the preparation of the Individual fundraising workplan

- Assist in the analysis of donor's data base to Leverage nutrition and upgrade campaigns.

5. Supervision of Database Assistant

- Ensure the security risk assessment to the debit process operation and the donors information

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 and actions to improve the effectiveness & efficiency of the collection process
- Provide useful information to better profiling for acquisition proposes
- Provide useful information and recommend action to improve retention
- Ensure the correct monitoring of the test implementation and results
- Assist the elaboration of the individual's donors' workplan.

