



UNITED NATIONS CHILDREN'S FUND SPECIFIC JOB PROFILE

I. Post Information

Post #: **72235**
Specific Job Title: **Individual Giving Fundraising Officer, NO2**
Supervisor Title/ Level: **Chief of Private Fundraising and Partnerships**
Organizational Unit: **Private Fundraising and Partnership (PFP)**
Post Location: **Manila, Philippines**

Job Level: **NO2**
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.

Strategic office context:

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. It has its own Private Fundraising & Partnerships (PFP) team which raises funds for its different programs, including emergencies.

The Individual Giving (IG) Team raises the majority of the PFP unearmarked funding on an annual basis. The Fundraising Officer (Individual Giving) is expected to be donor audience led and formulate strategies on growing and testing different fundraising modalities. The Philippines Economy is projected to be a middle to upper income country by 2025. There is

major individual giving fundraising need in the new Country Program from 2024-2028 and beyond.

Job organizational context:

The position of Individual Giving Officer at the NO-B level in the Philippines Country Office, in the section of Private Sector Fundraising & Partnerships, reports to the Chief Private Sector Fundraising & Partnerships, has three direct reports in the Individual Giving Team.

Purpose for the job:

The IG Officer is responsible in supporting the development of an audience-centered marketing approach and assist in building long-lasting, high-quality donor relationships that maximize lifetime value, minimize churn, and maximize net returns. The incumbent facilitates the transition to a digitally enabled fundraising model, emphasizing diversification, while safeguarding existing income streams and channels (Face to Face and Telemarketing). The IG Officer and the IG team leverage emergency fundraising as a growth driver and build the pipeline for legacy giving to maximize lifetime giving.

Together with the Individual Giving Team, the Individual Giving Officer will provide technical support in raising IG revenue in UNICEF Philippines. The post shall contribute to exponentially grow and realize revenue targets.

The role involves close collaboration and partnership with other members of the PFP team as well as the Communication and Programme Sections. The incumbent is also responsible for recommending country specific PFP strategies and support the implementation of all fundraising plans and management of budgets with suppliers, agencies and the relationship with Global Private Sector Fundraising team and Regional Support Centre.

The post will also be responsible for compliance with all prescribed and required standards relating to Internal UNICEF processes, partnership collaboration, UNICEF brand guidelines and strengthening operational systems and mechanisms that underpin the delivery of UNICEF strategic objectives for individual giving by maximizing the potential of Salesforce donor management system.

III. Key functions, accountabilities and related duties/tasks

Under the guidance and supervision of the Chief, Private Fundraising and Partnerships:

Summary of key functions/accountabilities:

1. Strategic Planning:

In consultation with Chief of Fundraising, provide strategic insight into the Private Sector Plan (PSP), develop the audience strategy in line with global guidelines and best practices, provide ongoing input into annual budget, investment needs and latest estimates. Make strategic recommendations, as needed, to ensure income and donor numbers achieve goals.

- Undertake research to identify the right donor audience to recommend the correct product and marketing strategy to engage and maximize their contribution through various tested and proven individual giving channels and exploring new methodologies.
- Identify and support strategic and innovative individual fundraising initiatives to strengthen the individual fundraising programme, including special events, co-branded acquisition campaigns, DRTV, crowdfunding, e-commerce, etc.
- Support individual negotiations for cross-sectoral taskforces including corporate employee giving, and where requested,
- Provide guidance to promote donor retention, increasing long term donor value and donor satisfaction,
- Provide guidance in the development of strategic donor communication plans (multi-channel donor journeys) for individual donors in collaboration with relevant PFP and Communication colleagues to promote donor satisfaction and long-term donor retention via the Salesforce/Marketing Cloud system,
- Provide strategic guidance in all business intelligence related activities and projects in line with an IG Fundraising Plan that is data driven,
- 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 individual fundraising in the Philippines.

2. Data Driven Strategy:

Prepare reporting in cooperation with Business Intelligence Officer making use of the Salesforce donor management system. Monitor and evaluate the performance of each fundraising activity and review the overall operation of the unit, identifying any challenges / gaps and make recommendations based on the analysis. Prepare reports and presentations on revenue, expenditure and budget utilization including progress vis a vis the workplan and targets. Develop investment fund applications, monitor fund utilization, and prepare required reporting in a timely and effective manner,

- Monitor and evaluate Individual Giving fundraising activities as per agreed key performance indicators and metrics of success, including budget expenses,
- Track KPIs, analyze and report on results and provide actionable, data-driven recommendations to continuously improve donor acquisition and retention,

- Write and present reports on a periodic basis to PFP and to regional or global teams,
- Monitor and report progress against individual fundraising strategies and the annual work plan, in order to achieve monthly, quarterly and annual targets to the Chief of PFP and RSC Bangkok as needed.

3. Provide Technical Guidance:

Provide oversight on the implementation of various fundraising techniques contributing to donor acquisition which includes but not limited to strategic guidance and operational support to agencies, contractors and suppliers engaged to support the donor acquisition and retention program and ensure quality performance. Work with other internal teams to provide strategic insights into work that supports acquisition and retention activities, including maximizing business assets for the benefit of acquiring both quality pledge and cash donors and engaging non-financial donors on donation pathway journeys.

- Develop TORs for Long-Term Arrangements (LTA) and Purchase Orders (PO) and participate in procurement activities with the Supply section, as needed,
- Provide agency/supplier evaluations and ensure deliverables are met prior to payment,
- Provide oversight for the overall management of individuals' donor data security and information,
- Support goodwill ambassadors, high profile supporters, key influencers and celebrities where applicable, in the context of resource mobilization and fundraising,
- Advise and implement donor engagement activities, such as donor recognition, special events, and the like in relation to individual giving campaigns and as may be needed,
- The role involves close collaboration and partnership with other members of the PFP team as well as the Communication and Programme Sections especially when creating collaborative brand or communication strategies with new and existing partners to ensure cohesive messaging.

4. Capacity Building:

Provide guidance and support to the Individual Giving (IG) Fundraising team in order to create and enhance the implementation of the PFP IG plan and lead the training and capacity development of the team members.

- Effective management, coaching and development of staff/consultants under supervision,
- Provides day-to-day support for the team and individuals,
- Develops clear performance evaluation plans and monitors performance,
- Provides coaching and assistance to individual team members as required,
- Builds a healthy, respectful work environment that is conducive to staff well-being,
- Ensures that all staff are aware of individual and collective responsibilities in accordance with UNICEF's Policies.

IV. Impact of Results

- An effectively implemented fundraising plan for individual giving will result in raising much-needed resources for the country program. Within the delegated authority decisions will impact the effectivity and success of the individual fundraising programme,
- Quick and on-the-spot decisions on handling of donor inquiries/requests will impact relationships with donors and supplier agency/ agencies,
- Incorporate forward looking fundraising strategies and the impact that new products and strategies can potentially have on current business practices,
- 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 (please base on UNICEF Competency Profiles)

UNICEF Core Values:

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

UNICEF Core Competencies:

- Builds and Maintains Partnerships (II)
- Demonstrates self-awareness and ethical awareness (II)
- Drive to achieve Results for Impact (II)
- Innovates and embraces change (II)
- Manages Ambiguity and Complexity (II)
- Thinks and Acts Strategically (II)
- Works collaboratively with People (II)
- Nurtures, leads, and manages People (I)

Functional Competencies (Required)

- Leading and Supervising [I]
- Formulating Strategies and Concepts [II]
- Analyzing [II]
- Relating and Networking [II]
- Deciding and Initiating Action [II]
- Applying Technical Expertise [III]

Technical Knowledge Required

a) Specific Technical Knowledge Required (for the job)

(Technical knowledge requirements specific to the job can be added here as required.)

Specific and up-to-date working knowledge of:

- The UNITED NATIONS and/or other international organizations, a general understanding of world affairs, current events and international development issues as well as social programming policies and procedures in international development cooperation.
- Local digital and e-commerce experience within Philippines.
- Experience working with Salesforce.
- Strong analytical, negotiating, communications and advocacy skills.
- Brand Toolkit and Brand Book.


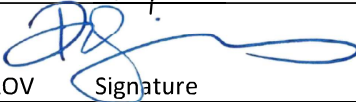
b) Common Technical Knowledge Required (for the job group)

General knowledge of:

- Resource mobilization practice, methodology and practical application. Knowledge of current theories and practices in resource mobilization research planning and strategy.
- Fundamentals of working in various media formats – print, audio, video, web etc.
- UNICEF communication goals, visions, positions, policies, guidelines and strategies.
- UNICEF policies and strategy to address national and international issues, including emergencies.
- UNICEF emergency communication policies, goals, strategies and approaches, including emergency preparedness.

VI. Recruitment Qualifications	
Education:	University degree in any of the following: Business, Marketing, Management, Communication, Arts, Social Sciences, International Relations, or a related field.
Experience and qualifications:	<p>At least two (2) years of relevant professional work experience in fundraising together with proven track record in driving income growth; equivalent marketing and/or sales experience in a commercial context will be considered as qualifying experience.</p> <p>Experience in individual fundraising an asset.</p> <p>Candidates must also possess or demonstrate:</p> <ul style="list-style-type: none">• 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

Language Requirements:	Fluency in English and Filipino is a requirement, both oral and written.

VII. Signatures- Job Description Certification		
SUSANNA SNYMAN	 Signature	Date 23 April 2024
OYUNSAIKHAN DENEVNOROV	 Signature	Date 23 April 2024
Title: Head of Office		