



**UNITED NATIONS CHILDREN'S FUND
JOB PROFILE**

I. Post Information

Job Title: Marketing Associate (Digital)
Supervisor Title/ Level: Marketing Officer
(Digital) NOA
Organizational Unit: Resource Mobilization -
PFP
Post Location: Buenos Aires, Argentina.

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

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, in operations and its fundraising efforts. 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 Argentina Country Office (CO) has a strong PFP component that contributes to cover 100% of the Other Resources (OR) required to implement the Argentina Country Programme. Over the last 10 years the CO also raised funds to contribute to Global Regular Resources (RR), Regional Thematic Funds (RTF), Emergencies (OR-E).

The development of the digital channel is key to the PFP area and is part of all UNICEF fundraising plans since it is the channel with the highest current and potential growth in terms of fundraising at a global level. In the particular case of Argentina, the restrictions associated with the F2F and CPTP channels make it even more necessary to focus and prioritize efforts in digital fundraising. Moreover, the digital FR generates quality donors (less attrition) increasing its value. In 2020, pledge donors grew by 110% through the digital channel, and substantial growth is expected for 2021 (100% estimated growth) and beyond.

In parallel, the area also has a growing demand of support from other PFP teams (retention, legacies, corporate FR & PSE). These situations imply an overload of work and a need to specialize knowledge for the dual purpose of increasing work capacity and incorporating new skills to meet the challenging objectives of the area.

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

Under the general supervision of the Digital Marketing Officer, the Marketing Associate (Inbound marketing - automation), will contribute with the organization's goals as it will assist the different fundraising (FR) areas in the production and testing of digital inbound marketing and automation campaigns and platforms to engage current and potential donors.

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)*

Summary of key functions/accountabilities:

Within the delegated authority and under the given organizational set-up, the incumbent may be assigned the primarily, shared, or contributory accountabilities for all or part of the following areas of major duties and key end-results.

1. Contribute to achieve PFP goals by managing inbound marketing and automation campaigns to drive donor acquisition/retention.

- Builds email content, templates and flows; works closely across teams to ensure the implementation of the PFP email marketing calendar. Coordinates and prioritizes email sends across segments and campaigns.
- Contribute to develop content and inbound strategy for optimizing revenue, engagement, retention and brand reputation by implementing websites, automation and email marketing campaigns.
- Identifies, follow up and reports back on content learnings and KPIs and advise on segmentation, automation opportunities and timing related to them.
- Maintains/manage email / automation marketing platform and list health by ensuring activity adheres to local data privacy standards. Contribute to improve deliverability through advising teams on content needs and listing hygiene practices.
- Manage online content through Drupal CMS specially those related to duplicating donation / retention forms for new campaigns; editing content on donation / retention forms and its testing; uploading, following up and testing of Develops tickets bug/issues.
- Assist in gathering technical specifications for website forms, coordinate and undertake website testing and issue tracking.
- Interact with external suppliers to drive successful execution of the digital workplan.
- Play a key role in emergency response, ensuring email and sites campaigns can be launched quickly and effectively to maximize revenue.

2. Up-to-date analysis of digital FR innovation, best practices, opportunities and trends.

- Provide technical advice and support on matters related to web, email and automation communication and technology.
- Research and provide information relating to new platforms of communication, new media and/or technologies as required.
- Support the bidding process, analysis, selection, and migration for the marketing automation tool to contribute to an overall improvement in the donor experience.
- Identifies opportunities to introduce new channels into the automations ecosystem to enhance results.
- Ensures the optimization and continuous improvement of inbound marketing strategies, through the formulation of hypotheses, their testing, analysis, scaling and socialization.

3. Assist in the development and implementation of mechanisms and criteria to coordinate and synergize the different FR digital efforts / channels (suppliers, agencies, digital media) with an omnichannel and integrated perspective.

- Operational responsibility for specific aspects of the digital platforms and e-communication including undertaking short and long-term projects
- Assist in the collating of information - Google Analytics, Google Tag manager, Hotjar or similar - to produce reports and analyze trends.
- Provide information relating to the website, email and text communication, and social media activity for reports and meetings as required.
- Web traffic and source analytics monitoring and reporting against key performance indicators.
- Contributes and coordinates the integration, automation and intelligence of the digital ecosystem.
- Ensures the correct documentation and survey of the processes involved with inbound strategies and automation.

4. Effective cross-functional coordination and collaboration with Marketing Service Assistants and other PFP's areas.

- Works with a positive attitude for teamwork within the different PFP areas and the Communication Assistant (social media).
- Provide the technical expertise in any interaction with platforms and other related service providers.

5. Carry out and delivery effectively administrative tasks and responsibilities

- Processes and examines information and data in accordance with instructions received, making necessary abstracts and computations.
- Assist in monitoring and tracking expenditures against the approved budget and income results.
- Assist in searching and evaluating potential suppliers.
- Assist in preparing Terms of Reference for quotations and in following up quotation processes.

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)*

- Contribute to achieve PFP goals by managing inbound marketing and automation campaigns to drive donor acquisition/retention.
- Support the PFP areas in the strategy, implementation, testing and guidance on the use of digital channels (website, email, sms, chatbot, etc)
- Assist in the development and implementation of mechanisms and criteria to coordinate and synergize the different FR digital efforts / channels (suppliers, agencies, digital media) with an omnichannel and integrated perspective.
- Effective cross-functional coordination and collaboration with Marketing Service Associates and other PFP's areas.
- Carry out and delivery effectively administrative tasks and responsibilities

V. Competencies and level of proficiency required (please base on UNICEF Competency Profiles)

Core Values

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

Core competencies

- 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)

Functional Competencies:

- Following Instruction and Procedures (L2)
- Analyzing (L2)
- Planning & Organizing (L2)
- Applying Technical Expertise (L2)

VI. Recruitment Qualifications

Education:

Completion of secondary education is required, preferably supplemented by technical or university courses related to the field of Marketing, Digital Marketing, and/or any other related field.

Experience:

A minimum of 6 years of relevant work experience in digital marketing or fundraising areas. Experience in working with inbound marketing/automation tools for international organizations would be desirable.

Technical knowledge required: working with automation tools, HTML coding, CSS, UX/UI Designer, graphic design, CMS management. Technical knowledge desired: Analytics software, SEO, and java coding will be appreciated.

Language Requirements:

Fluency in Spanish is required. Working knowledge of English is consider an asset. Knowledge of another UN language is considered as an asset.

VII. Signatures- Job Description Certification

Name:

Signature

Date

Title: Marketing Officer (Digital)

Name	Signature	Date
Title: Head of Office		