



UNITED NATIONS CHILDREN'S FUND JOB PROFILE

I. Post Information

Job Title: Database Officer Supervisor Title/ Level: Direct Marketing Specialist (NOC) Organizational Unit: Resource Mobilization - PFP Post Location: Buenos Aires	Job Level: NOB Job Profile No.: CCOG Code: Functional Code: Job Classification Level:
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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 total income generated by PFP has been growing from AR\$ 240 million in 2015 to an estimated income of AR\$ 1.153 million in 2019, representing an increase of almost 480% in local currency.

Most of the income growth came from the successful implementation of pledge prospecting campaigns and the development of a large base of regular pledge donors to UNICEF retained and upgraded through a donors' journey plan. In 2019 individual giving campaigns, recruited 56.000 pledge donors solely, and by the end of 2019 the House List will have more than 280.000 regular pledge donors, who contribute with flexible funds for our local cooperation program as well as for regional and global needs.

Taking into consideration the growing size and complexity of the individual donors operation and the evolution and relevance of the data protection policies and

standards, strengthening donor data security procedures and monitoring mechanisms is an urgent issue to address.

ACO recommends to strengthen the Section of Direct Marketing to ensure the implementation of data security procedures and market standards by establishing a NOB - Database Officer, under the close supervision and guidance of the NOC – Direct Marketing Specialist.

Purpose for the job:

Under the general supervision and leadership of the Direct Marketing Specialist, the Database Officer will be in charge of the donors' database management and the data security plan in compliance with UNICEF rules and industry practices and ready to support DM marketing campaigns implementation in a cost-efficient and secure way.

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

1. Database security and confidentiality procedures, directives and instructions effectively established in concordance with the organization guidelines and regulations

- Ensure the correct functioning of Donor Perfect Online and other systems to manage the data of donors and supporters;
- Ensure the implementation of database security and confidentiality procedures and periodical process to guarantee database integrity;
- Ensure the correct operation of the direct marketing infrastructure, implementing corporate solutions and services, and keep systems and applications up and running;
- Ensure the security and safety of donor's data and individual giving environment and infrastructure;
- Monitor, assess and verify the use of Database resources to ensure compliance;
- Manage Database incidents or problems;
- Monitor risks and threats to donor's data. Take appropriate action and inform management;
- Provide technical guidance to partners and vendors;
- Provide information for reports, reviews or audits and assist in the implementation of Response Plan of Audits recommendations
- Provide technical support to upgrade & maintenance different FR system criteria;
- Supervise the monthly data process for different payment methods and process the response of each donation;

2. Provide help, support and assist with capacity building and knowledge management:

- Provide technical and operational support to end-users;
- Provide technical and operational support to partners and vendors;
- Offer or coordinate training workshops or clinics to build end-users capacity or to introduce new solutions and services;
- Share local experience and lessons learned with other offices, the regional office and PFP GVA;
- Support the planning, organization and implementation of capacity building and knowledge management initiatives to enhance staff competencies;
- Support opportunities to improve productivity, efficiency, effectiveness and foster innovation;
- Effective collaboration with PFP team and other ACO's areas (ICT) for efficient working processes, advisory functions and general database support;

3. Ensure that administrative tasks and responsibilities are effectively carried out and delivered.

- Understand and apply ACO administrative mechanisms. Search and select reliable and cost-effective suppliers
- Assist in the analysis of vendors & preparation of contracts related with Database;
- Support supply area in establishing of local LTAs for services and products related with the Database operation;
- Follow up administrative procedures and establish/maintain up-to-date documentation in accordance with UNICEF rules.
- Assist in the preparation of the PSP workplan. Prepare periodic and ad-hoc reports and documents;
- Use VISION to different administrative and financial processes;

4. Promote cross-functional coordination and collaboration with other areas:

- Manage and supervise Database team;
- Supervise database team's duties and tasks and being able to provide proper guidance and expertise to issues that requires guidance and support.

- Ensure the completion of PER--both own and the staff under supervision by the deadlines
- Lead internal database meetings with focus on deadlines, drawbacks and progresses of the database plan;
- Co-ordinate DM efforts with other Direct Marketing Offices in order to maintain and monitoring data security processes and control;
- Undertake other special projects as defined by the Individual Marketing Specialist;
- Maintain a positive and collaborative working relationship with partners.

5. Monitoring providers practices and industry trends

- Look after and promote innovation and efficiencies and work closely with other DM areas to facilitate proper implementation;
- Study and understand the PFP business requirements to improve the delivery of results;

IV. Impact of Results

The proposed post is needed for four main reasons:

- To prevent risks,
 - To protect UNICEF image and reputation
- To improve analysis and reporting for better decision making
- To increase results.

Annually UNICEF in Argentina invites more than three million people to become donors, recruiting more 50.000 new donors and implementing loyalty campaigns to more 259.000 active donors.

With the growing size and complexity of the individual donors database and the evolution of the datasecurity standards, the risks of not having a dedicated Database Officer with the ability of revising processes and implementing systems preventing risks is high.

The efficiency and efficacy of the incumbent will impacts not only PFP division results, but UNICEF's reputation and image.

V. Competencies and level of proficiency required

(Please base on UNICEF Competency Framework)

<p><u>Core Values</u></p> <ul style="list-style-type: none"> • Care • Respect • Integrity • Trust • Accountability <p><u>Core competencies</u></p> <ul style="list-style-type: none"> • Nurtures, Leads and Manages People (1) • Demonstrates Self Awareness and Ethical Awareness (2) • Works Collaboratively with others (2) • Builds and Maintains Partnerships (2) • Innovates and Embraces Change (2) • Thinks and Acts Strategically (2) • Drives to achieve impactful results (2) • Manages ambiguity and complexity (2) 	<p><u>Functional Competencies:</u></p> <ul style="list-style-type: none"> • Entrepreneurial Thinking (L1) • Relating & Networking (L2) • Formulating Strategies and Concepts (L1) • Analyzing (L1) • Persuading and Influencing (L2)
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VI. Recruitment Qualifications	
Education:	University first degree (Bachelor's) in business administration, marketing and/or any related field.
Experience:	A minimum of 2 years of national relevant professional work
Language Requirements:	Fluency in English and Spanish is required.