



UNITED NATIONS CHILDREN'S FUND
JOB PROFILE

I. Post Information

Job Title: **Fundraising Officer (Marketing Develop Officer)**
Supervisor Title/ Level: Fundraising Manager
Organizational Unit: PSFR
Post Location: Bogotá - Colombia

Job Level: **NOB**
Job Profile No.: **94390**
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.

Job organizational context *(Please outline the type of office this position is in, in addition to its supervisor):*

The UNICEF Private Sector Plan 2022-2023 has been built with a strong base to create actions that generate fundraising as well as engagement with the different audiences. The importance of carrying out strategies and actions that are focused on the audience has been highlighted. UNICEF is taking an audience approach to achieving results with the private sector. Brand is being placed as a critical driver of connecting effectively with UNICEF key audiences and key enablers for achieving the goals in the plan.

The PSP goal includes empower the team, improve the systems and set up the strategies to make the CO Colombia grow substantially in gross revenue during the 2021 -2024 plan.

The four main sources of income planned are individuals (pledge and cash donors), legacy, foundations and business.

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. In 2021 the Telemarketing, Digital, Tv show and Face to Face (F2F) campaigns are the main individuals acquisition channels.

Also, UNICEF Colombia was the pilot Country in Supporter Engagement Strategy implementation adopting Salesforce as new CRM.

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

Under the supervision of the Chief of Fundraising and in constantly collaboration with other Fundraising Areas, lead the Supporter Engagement Strategy (SES) enhancement in Colombia Country Office in order to improve supporters Lifetime Value that ultimately leads to increase revenue. Also, the purpose of the role is to conduct market and marketing analysis to inform PSFR Data driven decision making process as well as produce and deliver Investments and other official UNICEF Reports and 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)*

Provide relevant operational data from campaigns (Individuals, Corporate, Foundations and other channels) and propose campaign objectives, metrics and Key Performance Indicators.

- Support the Individuals Specialist in the preparation - prospect and retention campaigns indicators. Recommends objectives, strategies and content (of the different plans, activities and campaigns focus on donor's acquisition (development of new channels, middle donors, legacies) and develop the loyalty of individuals as well as ensure the growth of their long-time value.
- Prepare – along with the Business and Foundations Officer indicators and analysis to support income growth.
- Prepare external market analysis in order to identify new opportunities.
- Analyze campaigns Return of Inversion and investment requirements.
- Establish needs and resources for market research To support the strategies in the fundraising area.
- Provide relevant operational data from campaigns and propose campaign objectives, metrics and Key Performance Indicators for the annual workplan and Private Sector Plan.
- Monitor and evaluate the activities according to the work plan to ensure maximum impact and continuous improvement of individual fundraising efforts.
- Prepare and share reports on a timely basis.
- Strategy and work plan preparation. Contribute to the preparation of the CO PSFR strategic plan, by compiling and analyzing relevant data from the individuals. To be aware of all data protection legislation and self-regulatory codes of practice relating to lotteries, advertising, direct marketing, fundraising and data protection ensuring digital media project compliance.
- Propose and implement innovative and cost-effective marketing strategies and marketing

prospecting content (scripts, kpi's, FQA'S, reports) of the different activities and campaigns and analyses the results of different individual fundraising actions vis-à-vis their strategies and objectives. Act as focal point for innovation in PSFR.

Lead the Supporter Engagement Strategy to achieve established goals and Key Performance Indicators and Salesforce Marketing Enhancement.

- Design, implement and monitor the donor journeys in line with SES along with the Individual Giving and Digital Teams.
- Ensure the use and implementation of the different technologies and systems established by the organization such as Sales force or others to guarantee the administration of donor information and its quality.
- Coordinate weekly team meetings with special focus on deadlines, drawbacks and progresses.
- Ensure through the local and global plans the maximization of value of active donors.
- Lead, as project manager, the implementation and monitoring the Support Engagement Strategy with focus on individual audience.

Generate relevant information from the main reports for UNICEF official fundraising reporting

- Collect data for the UNICEF official PSFR reporting
- Collect and analysis data and information for UNICEF Investment funds application and reporting

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

- Follow up administrative aspects of the different campaigns and establish/maintain up-to-date documentation on fundraising channels in accordance with UNICEF rules.
- Use VISION and other UNICEF tools systems to administrate different financial processes.
- Ensure the completion of Achieve Plans both own and of all staff under supervision within the proposed deadlines (if applicable).
- Administrative tasks and responsibilities are effectively carried out and delivered.

Promote cross-functional coordination and collaboration with other areas:

- Work along with the implementation officer to manage the Corporate pathway to Pledge Plan in close coordination with the Corporate Fundraising Officer.
- Design and implement a donor's relations policy advocating for donors' interests.
- Analyze and lead the implementation of innovative proposals for events to generate pledge donors in close coordination with the Marketing Services Officer.
- Maintain a positive and collaborative working relationship with partners.

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:

- Supporting the preparation of a complex Direct Marketing Work Plan by providing relevant operational data to enhance campaigns.
- Supervising the timely implementation of Supporter Engagement Strategy plan to support the generation of more than 450.000 new pledge donors every year and the retention of the already onboarding donors
- Analyzing and monitoring the results of different campaigns. Vis-à-vis their strategies and objectives.
- Recommend and follow strategies intending to develop and maintain the acquisition and loyalty of individuals.
- Analyse the results of the campaigns by supervising the receptions of donations as well as consumer and donors' behaviour from internal and external surveys, report, specialised articles to find out relevant data and trends that increase (1) individual fundraising prospecting and retention results
- Searching and analyze potential partners and initiatives (media, database companies, services companies, direct marketing agencies, means of payments) to look after new fundraising opportunities.

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

<p><u>Core Values</u></p> <ul style="list-style-type: none"> ▪ Respect ▪ Integrity ▪ Trust ▪ Care ▪ Accountability ▪ Sustainability <p><u>Core competencies (Required):</u></p> <ul style="list-style-type: none"> ▪ Builds and maintains partnerships (L1) ▪ Demonstrates self-awareness and ethical awareness (L1) ▪ Drive for results with impact (L1) ▪ Innovates and embraces change (L1) ▪ Manages ambiguity and complexity (L1) ▪ Thinks and acts strategically (L1) ▪ Working collaboratively with others (L1) ▪ Nurtures, leads and manage people (L1) 	<p><u>Functional Competencies:</u></p> <p>Entrepreneurial Thinking (I) Relating & Networking (II) Formulating Strategies and Concepts (I) Analyzing (I) Persuading and Influencing (II)</p>
---	--

VI. Recruitment Qualifications	
Education:	University Degree in Business Administration, Marketing or related field.
Experience:	A minimum of 3 years of national relevant professional work experience in marketing or any other relevant function. Fundraising experience is an asset. A minimum of 2 years' experience in the use and enhancement of Salesforce, an asset is also experience in Marketing Cloud and other applications. Experience in project management is an asset.
Language Requirements:	Fluency in English and Spanish is required.