



UNITED NATIONS CHILDREN'S FUND JOB PROFILE

I. Post Information

SENDER: Laura Toribio JOB DESCRIPTION TYPE: Specific Job Description POST NUMBER/ CASE NUMBER: ARG21022 POST/CASE NUMBER OF SUPERVISOR: Corporate Alliances Specialist (NOC) REASON FOR CLASSIFICATION: Establishment of new post REGION/DIVISION: LACRO COUNTRY: Argentina DUTY STATION: Buenos Aires OFFICE: SECTION: UNIT: Resource Mobilization - PFP	CATEGORY: NO PROPOSED LEVEL: NOB JOB TITLE: Corporate Fundraising Officer Functional Code: FRA ICSC CCOG Code: 1A10
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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) :*

To raise funds from the private sector to support UNICEF's mission focusing on: a) maximize the current strategy of unrestricted funds from corporate alliances, b) incorporate new types of relationship with companies most of them related to grants, c) prospect fundraising initiatives with growing corporate platforms like payment gateways, membership based programs, e-gaming, e-commerce, d) test new corporate fundraising initiatives through corporate digital channels, e) innovate with adapted CPTP proposals aligned with the post-COVID scenario, f) incorporate corporate sponsorship responsibilities for UNICEF special events.

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

Corporate Fundraising Officer: Under the close supervision of the Corporate Alliances Specialist (NOC) will supervise the correct implementation of a corporate fundraising plan and the monitoring and evaluation of the area strategy.

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:

Compile and analyze relevant data from the corporate fundraising operation, other fundraising competitors and the market. Prepare the corporate fundraising strategies and plans to meet FR targets.

- Prepare – together with the Corporate Alliances Specialist - the corporate fundraising strategy, Corporate Fundraising Plan, Sponsorships Plan and Private Sector Plan by compiling and analyzing relevant data from the corporate fundraising operation, other fundraising competitors, corporate sponsorships and the market.
- Analyze corporate information from internal and external surveys, specialized articles to find out relevant data and trends that increase corporate fundraising, CPTP opportunities and sponsorships.
- Search and analyze potential partners and initiatives to look after new corporate fundraising opportunities.
- Propose innovative and cost-effective strategies and fundraising mechanisms.

Supervise corporate fundraising plan and sponsorship plan implementation to achieve established goals and KPIs.

- Help supervise the implementation of the corporate fundraising plan and the sponsorship plan according with established timing and objectives.
- Analyze workplan implementation vis-a-vis corporate fundraising - calendar and budget and propose the necessary corrective measures.
- Maintain periodical Budget analysis and control. Propose the reallocation of resources and recalculation of campaign goals and marketing strategies.
- Adequate account management with existing partners. Help develop and implementation of a reporting schema that analyze corporate donors, donations, channels, campaigns, reasons, etc.)
- Help supervise the content (design, components and timing) of the different corporate fundraising and sponsorship activities & campaigns.
- Monitor the implementation of motivational schemas for corporate allies' employees working for corporate campaigns.
- Search and analyze potential partners and initiatives to look after new corporate fundraising and sponsorships opportunities. Prospect potential corporate partners.
- Negotiate new corporate agreements and renewals. Implement sponsorship's

sales calendar.

- Help supervise Corporate Fundraising Associates' duties and tasks being able to provide proper guidance and expertise to those issues that requires special tutorial. Supervise Corporate Sponsorship Officer duties and tasks focusing on monitoring correct plan implementation.
- Coordinate weekly meetings with the team with focus on: deadlines, drawbacks and progresses.

Propose innovative and cost-effective marketing tactics and analyses the results of different corporate fundraising actions and sponsorships vis-à-vis their strategies and objectives.

- Help implement periodic analysis of trends, profiles, and corporate donors' behaviour. Propose innovations and improvements.
- Provide technical support with the periodic update, enrichment and cleaning of corporate donors' database.
- Test new corporate channels, proposals and formats. Evaluate new corporate fundraising proposals, focusing on grants from companies 'social investment plans.
- Propose innovations that potentiate fundraising results and KPIs on CPTP campaigns, sponsorships, membership programs, payment gateways, focusing on online and digital corporate platforms

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

- Participate in CO administrative mechanisms. Search and select reliable and cost-effective suppliers (publicity, design agencies, printing and mailing companies, RRHH providers, etc).
- Help monitor the preparation and follow up of corporate due diligence process on UNISON, cooperation agreements, letters of understanding and advertisement orders with corporations.
- Help monitor and track all requests from companies or from UNICEF PFP and elaborate new corporate fundraising proposals. Inform all stakeholders on regular base about the status and next steps of their requests.
- Drafts, edits and finalize proposals for key allies in the Corporate Sector. Analyse proposals from corporations and made recommendations to the Corporate Alliances Specialist. Supervise sponsorship prospection and make recommendations of potential corporate sponsors.
- Monitor the follow up on the administrative aspects of the different corporate agreements and sponsorships. Establishes/maintains a technical up-to-date documentation on agreement results, press coverage, use of logo and UNICEF image. Prepare periodic and ad-hoc reports and documents.
- Monitor the follow up of the donation receipts process. Control the correct procedure's implementation.
- Use VISION/ebanking systems to different administrative and financial processes.

- Ensure the completion of PER-both own and that of all staff under supervision by the deadlines.

Promote cross-functional coordination and collaboration with Market Development Officer (Campaigns), Direct Marketing Officer, Marketing Services Officer, and Corporate PSE Officer.

- Implement, in coordination with the Market Development Officer and the Direct Marketing Officer, proposals for private companies that generate opportunities to get individual donors.
- Monitor the collaboration between the Corporate Sponsorship Officer and the Marketing Services Officer, to implement the sponsorship plan and generate corporate sponsors for UNICEF special events.
- Help coordinate corporate initiatives with the Corporate PSE Officer, in order to propose and maintain integrated agreements with allies that gives UNICEF the best possible value out of the relationship (financial and non-financial value).
- 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)*

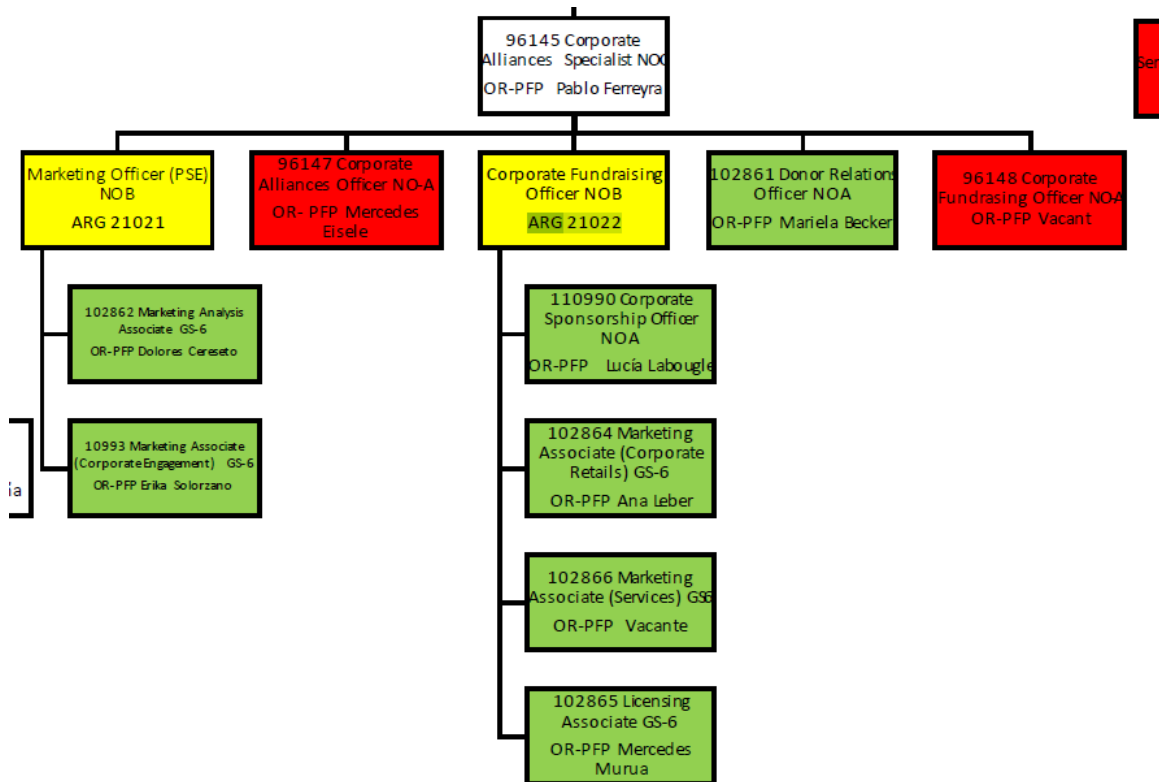
Strengthen corporate fundraising capacity and results by enhancing team's coordination and supervision to:

- Accomplish corporate fundraising workplan with emphasis in maintaining an unrestricted income strategy
- Implement new corporate fundraising mechanisms (ex: corporate grants in solid currencies)
- Obtain adequate funds from current allies and sponsors to finance the startup of office special events and individual donor platforms.
- Innovate through testing new fundraising platforms, win-win commercial deals, membership programs, focusing on digital and virtual corporate environments.
- Promote UNICEF brand awareness and image.

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"> ▪ 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 (1) • Analyzing (1) • Persuading and Influencing (2)
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VI. Recruitment Qualifications	
Education:	University first degree (Bachelor's) in business administration, marketing, advertisement, communication and/or any related field.
Experience:	A minimum of 2 years of national relevant professional work experience in marketing/fundraising or any other relevant function.
Language Requirements:	Fluency in English and Spanish is required. Knowledge of another official UN language or local language of the duty station is considered as an asset.



Laura Toribio

From: Luisa Brumana
Sent: lunes, 5 de abril de 2021 15:32
To: Nelson Amaya
Cc: Maria Marta Nanfity; Laura Toribio; Antonio Pires Patricio
Subject: RE: PBR 2021 Specific Job Descriptions - requesting your approval

Importance: High

Dear Nelson

Many thanks and specific JDs approved to send to classification

Warm regards,

Luisa

Classified by Hein Kyaw Soe (10/Apr/21)