UNITED NATIONS CHILDREN'S FUND
JOB PROFILE

I. Post Information

Job Title: **Marketing Associate (Database)** Supervisor Title/ Level: Database officer (NOB) Organizational Unit: Resource Mobilization - PFP Post Location: Buenos Aires, Argentina.	Job Level: **GS7** 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 (ACO) 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 12 years the CO also raised funds to contribute to Global Regular Resources (RR), Regional Thematic Funds (RTF), Emergencies (OR-E).

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 2021 individual giving campaigns, recruited 19.000 pledge donors solely, and by the end of 2021 the House List will have more than 243.000 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 PCI standards by establishing a Temporary Appointment (TA) GS7 – Marketing Associate (Database), under the close supervision and guidance of the Database Officer (NOB).

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

Under the general supervision and leadership of the DataBase Officer (NOB), the Marketing Associate (Database GS7) will be in charge of different database activities (ej. segmentation, repots, data export, etc) ready to support individual marketing campaigns implementation in a cost-efficient and collaborate in the implementation of data security plan in compliance with UNICEF rules and PCI standards.

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:

1. **Contribute with the preparation of the Direct Marketing Strategy and Workplan by generating accurate and timely data and reports from the different donor database systems.**

   - Generate information, mainly from Donor Perfect Online, other Systems and other internal records, to assist in the preparation of reports and databases for marketing campaigns.

2. **Develop and manage donor database reporting system to gather individual and corporate Fund Raising, marketing and financial information.**

   - Audit the database at various levels to produce key metrics and detect data anomalies,
   - Develop periodical database reporting to audit database integrity,
   - Development of statistical report that predicts attrition rates, donor's lifetime value, income projections, among other indicators. Help gaining donor's insight, improving marketing efficiency, tailoring campaigns and programmes to the right donor segment, achieving higher profitability and developing long-term donor relationships,
   - Support the monthly data process for different payment methods and process the response of each donation,
   - Assist in the definition of different database policies and procedures.

3. **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;
   - Monitor, assess and verify the use of Database resources to ensure compliance;

- Manage Database incidents or problems;

4. **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;
- Effective collaboration with PFP team and other ACO's areas (ICT) for efficient working processes, advisory functions and general database support;

5. **Effective collaboration with PFP team and other ACO's areas (ICT) for efficient working processes, advisory functions and general database support.**

- Collaboration with other PFP areas and ICT assistant.
- Encourage and nurture an appropriate, fluent and effective bond with all PFP team and counterparts.
- Attend to Direct Marketing meetings to identify and anticipate internal database requirements.

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*)

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.

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

Core Values
• Care
• Respect
• Integrity
• Trust
• Accountability

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:

• Analyzing (1)
• Learning and Researching (1)
• Planning and Organizing (1)
• Following Instructions and Procedures (1)

VI. Recruitment Qualifications

Education:	Completion of Secondary education supplemented with formal training (at university level) in Computer Science, Business Administration or computer related certification (e.g., A+ certification, ITIL Foundation Certification or equivalent customer support certification). Computer Skills: Fluent in MS SQL (DML and DDL), Power BI, Advanced MS Excel user (Graphics, Pivot Tables, Advanced Functions, Integration with others Databases sources, VBA, Macros and automation), MS Access.
Experience:	Seven years practical professional work experience in information technology, as well as systematic methods. Practical experience with various computer platforms and applications: operating systems, email and database systems, database management, computer science, software engineering, information technology management, and/or any related field. Alternatively, an academic degree higher than the required degree may be considered to compensate two (2) years of experience in case the candidate lacks the required experience.
Language Requirements:	Fluency in Spanish is required. Knowledge of English is an asset.

VII. Signatures- Job Description Certification

Name:	Signature	Date
Title:		
Name Luisa Brumana	Signature	Date 25/02/2022
Title: Head of Office		