



UNITED NATIONS CHILDREN'S FUND JOB PROFILE

I. Post Information

Job Title: Fundraising Assistant (F2F fundraising campaigns)
Supervisor Title/ Level: Fundraising Officer NOA (Marketing Implementation Campaigns)
Organizational Unit: PSFR
Post Location: Unicef Country Office

Job Level: GS5 FT
Job Profile No.:
CCOG Code:
Functional Code:
Job Classification Level: GSG FT

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 PSP goal includes empower the team, improve the systems and set up the strategies to make the CO Colombia grow 182% in gross revenue during the 2018-2021 plan. Income will be increased from \$ 39,711,418,702 (COP) in 2022 to \$ 68,453,802,319 (COP) in 2026. The strategy includes the execution of campaigns on individuals to achieve 159,774 active pledges by 2026 and 20.000 cash donors with: F2F, Digital Campaigns, DRTV and telemarketing campaigns. We will also start with a big challenge for our CO, to include into the UNICEF dynamic influencers, advocates and volunteers as key stakeholders.

The plan is also ambitious in terms of impact on businesses where we achieve positive changes to children and corporations that integrate respect for children's rights and advocate for UNICEF's priorities.

UNICEF's Fundraising area in Colombia has grown considerably in the last 5 years with an annual average of 30% (out pandemic), becoming the second source of funding for the country program in Colombia.

Currently the individual donor channel accounts for approximately 85% of local total income. In the last year (2022) the total Individual Donors income was COP\$39,701,881.877 LC, USD \$8.700.000, representing a 15% growth vs 2021. Part of that growth has been thanks to the diversification of acquisition channels (F2F, telemarketing and CPTP (corporate path way to pledge), also the implementation strong retention and loyalty strategy that has allowed increase the number of pledge donors year by year.

Face to face is a global strategy for individuals donors generation, demanding an increasing focus in volume and quality, require focus on monitoring, analyzing of the data, developing new agencies and strengthen skills and local capacities.

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

Under the direct supervision of the Marketing Implementation Officer and in close collaboration with the different functional areas of the Individual Giving Team, this post assist in the development, implementation, and evaluation of Fundraising activities through external F2F agencies aimed to acquire pledge donors, framed in the Annual Fundraising work plan.

The position is responsible for the development and effective implementation of the Face to Face campaigns in Colombia, carrying out the monitoring, supervision, coordination and managing the outsourced agencies and accompanying the development of new suppliers and campaigns. This implementation looks at the performance of each of the agencies and their fundraising teams and focuses in: training, monitoring, feedback, implementing motivation plans and incentives to ensure compliance with KPIs (among others): number of new pledge donors, average donation, payment rate, attrition rates, quality assurance, cost per acquisition (CPA) and ROI.

III. Key functions, accountabilities and related duties/tasks

Summary of key functions/accountabilities:

1. Planning and Strategy

- Establish a work plan and timeline for the implementation of operations of F2F agencies in the country, considering support from planning, training, and implementation to ensure a correct start-up.
- Together with the acquisition team, follow up on the Face-to-Face program with the specialized agencies.
- Establish a working culture in the F2F program oriented to productivity and quality which will be constantly reviewed with the acquisition team.
- Develop monthly and annual projections of the program, considering human resources plan, travel, expenses, productivity, among others.
- Responsible for analyzing and proposing strategies and tests considering the main indicators of the program such as new pledge donors, average donation, payment rates and attrition.
- Support and participate in the planning, coordination, and execution of F2F activities at the national level.

2. Agency Management

- Responsible for the day-to-day management of Face-to-Face agencies in the different cities ensuring results, as well as adapting to the needs and objectives of the program.
- Implement ongoing training for city coordinators, team leaders and fundraisers.
- Participate in Field training and feedback with fundraisers and team leaders when necessary.
- Ensure the quality of the program in terms of donor cancellations and correct reporting of UNICEF's work, as well as respond to issues in a timely manner.
- Manage a correct implementation of the agencies' street calendar and private venues.
- Conduct mystery shopper studies on a regular basis in order to ensure the quality of the information in the field teams.
- Review and control of invoices ensuring a correct reconciliation of what is reported and what is produced, ensuring payment to suppliers in a timely manner.
- Control of the warranty system reporting (Claw Backs) on time and follow up of recoveries.
- Provide training, guidance and supervision to the F2F teams: team leaders, telemarketers/agents and administrative support, supervise hiring of agencies teams. Provide ongoing feedback on identified performance and/or inefficiency issues, training needs & opportunities, and recommended system and process modifications.
- Monitor and feedback teams according to management, through direct visits to teams and management of the Mystery Shopper service company.

3. Relationships

- Responsible for working with the individual acquisition team, particularly the In-House program manager and TMK coordinator.
- Constant communication with F2F managers / coordinators in other countries and regional and/or global office F2F specialist.

IV. Impact of Results

The work of this position assures the focus on the Face to Face channel of acquisition in the country, a resource dedicated to the accompaniment of the different agencies to guarantee the fulfillment of the KPIs, knowing that the global strategy seeks to develop and stabilize every time plus the channel that generates the largest number of new pledge donors and individual income to the PFP and Organization areas worldwide.

The challenges of this position have to do with growth and quality in the generation of new pledge donors through Face to Face fundraising campaigns increasing the fulfillment rate and decreasing the attrition rate.

It has also been demonstrated that this type of strategies can increase the visibility of UNICEF and positioning in the country, Face to Face is a channel that makes it possible to sensitize the community in general about the situation of the most vulnerable children and adolescents by this reason this post must assure the correct use of the brand and the veracity in the information that transmits each member of the teams in Colombia.

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

Core Values (Required):

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

Core competencies (Required):

- 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)

VI. Recruitment Qualifications

Education:	Technical or university degree related with: Marketing, Economics or Engineering is required.
Experience:	<ul style="list-style-type: none"> • At least five (5) years of progressively work experience supervising and coordinating Face to Face, acquisition, retention of customer experience campaigns, supervising sales teams or F2F Operations. • For this position, a bachelor's degree from a recognized academic institution in a relevant field may replace three years of related work experience. A master's degree may replace additional two years. • Experience in supplier (Face yo Face or Comercial) management is required. Also working with Salesforce, and other digital tools or CRM software will be appreciated. • Experience with commercial KPIs. • Analytical mind and business acumen. • Problem-solving aptitude. • Excellent communication and presentation skills. This is crucial for the role, as it will interact with different stakeholders and roles in UNICEF: technical team, digital leader, and management level positions.
Language Requirements:	Fluency in Spanish is required. Good level of written and spoken English would be desirable.