



## UNITED NATIONS CHILDREN'S FUND JOB PROFILE

### I. Post Information

Job Title: **Digital Engagement Officer**  
Supervisor Title/ Level: **Marketing Services Officer – PSFR / NO B**  
Organizational Unit: **PSFR Area**  
Post Location: **Bogotá, Colombia**

Job Level: **NO A**  
Job Profile No.:  
CCOG Code:  
Functional Code:  
Job Classification Level: **NO A**

### 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 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 allow children to fulfill their potential but also will lead to sustained growth and stability of countries. Therefore, 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

The UNICEF Private Sector Plan 2024-2027 has been strategically developed with a solid foundation to implement initiatives that not only foster fundraising but also actively engage diverse audiences. Emphasis has been placed on the significance of executing strategies and actions tailored to the specific needs of the audience (audience centric) using datamining, new tools, technologies, and digital channels.

A digital engagement strategy is being placed as a critical driver for connecting effectively with UNICEF key audiences and key enablers to achieve engagement and fundraising objectives.

According to this approach, the Colombia office has seen the need to strengthen the Marketing Services area with a new position of a Digital Engagement Officer. A position responsible of the creation and implementation of digital engagement strategies that aimed to through innovation, the use of data analysis and different types of technology, reach diverse audiences through digital channels such as private sector companies, philanthropies, and individuals (legacies) who have the potential to support UNICEF.

Likewise, this role will be focused on retaining these audiences and maximizing their value, through innovation strategies and channels such as email marketing, social media advertising, online events/webinars, CRM, web pages and instant messaging platform, among others, using data mining and analytics and monitoring tools as main axes, to achieve audience-centric strategies.

This is a position that must be up to date with the latest digital trends, which constantly allow the testing of new strategies, techniques and channels that will contribute to the objectives of the fundraising area.

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

The job function of this new role, within the Fundraising area and under the general supervision of the Marketing Services Officer and in close cooperation with the Individuals and Corporate areas, will be to contribute and lead the development of the Digital Engagement strategy and will oversee its implementation.

Strategies that aimed to through innovation, the use of data analysis and different types of technology, reach diverse audiences through digital channels such as private sector companies, philanthropies, and individuals (legacies) who have the potential to support UNICEF.

Also, his role will be focused on retaining these audiences and maximizing their value through digital channels.

It is important that this role is a headhunter of new trends/tools and is constantly proposing how to implement them to optimize the results of the fundraising area. Likewise, the collection of key data and its analysis through different tools is key to the performance of this role.

**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:**

- **Contribute to the development of the digital engagement strategy and annual work plan and oversee its overall implementation.**
  - Lead the internal digital engagement team and manage digital engagement agencies and other key vendors.
  - Lead the digital engagement strategies and web development projects and oversee the implementation of new interaction channels that impact digital engagement kpi's.
  - Search and analyze digital engagement fundraising trends, opportunities, challenges and keep up to date to the new AI technologies and tools to innovate processes and incorporate them into strategies and campaigns.
  - Encourage digital work collaboration solutions, with agile project methodologies.
  - Work in close cooperation with the fundraising teams of acquisition, retention, legacies, and corporate alliances to contribute and deliver strategies and tactics that helps to the accomplishment of digital acquisition and retention objectives.
  - Work in close collaboration with the data base team to gather key information, learnings, and insights to make data driven decisions.

- Management of administrative processes to establish continuous operation of strategies, such as supplier bidding, contract management, and corresponding follow-up.
- Contribute to the strategic planning discussions by putting forward ideas to improve our communications based on up-to-date knowledge of digital communication and e-marketing trends.
- **Digital Engagement Performance Measurement**
  - Creation of metrics plan and definition of performance indicators.
  - Proposition of improvements/evolution to our conversion funnel.
  - Generation of monthly reports.
- **Management and lead the implementation of CRM tools such as Salesforce, as well as the development of Inbound Marketing strategies that promote the achievement of objectives and proposed KPIs.**

**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)*

- Develop a comprehensive Digital Engagement strategy and annual work plan that aligns with the objectives, needs, and digital requirements of the different areas within PSFR. This strategic approach should be grounded in key data and insights, incorporating innovative components, and leveraging emerging technologies.
- Lead and oversee the digital engagement team and digital engagement campaigns and transversal initiatives (retention, legacies, saving, special appeal, data update and brandraising campaigns), providing accurate support and guidance on the use of digital channels and technologies (i.e., SEM/SEO, Social Networks, Website, E-Mail, Display, Re-Marketing and Peer to Peer).
- Up-to-date analysis of digital engagement trends, best practices, opportunities, and innovation.
- Develop and implement mechanisms and criteria to coordinate and synergize the different Fundraising digital efforts (suppliers, agencies, digital media).
- Manage and lead the implementation of CRM tools and develop Inbound Marketing strategies.

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

### Core Values

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

### Core competencies

- Demonstrates self-awareness and ethical awareness results (II)
- Works collaboratively with others (II)
- Builds and maintains partnerships (II)
- Innovates and embraces change (II)
- Thinks and acts strategically (II)
- Drive to achieve impactful results (II)
- Manages ambiguity and complexity (II)

## VI. Recruitment Qualifications

Education:	University degree in digital marketing, digital communication, marketing, advertisement, or other similar fields.
Experience:	<p>1 years of progressively work experience in digital marketing, digital communication, or fundraising areas.</p> <p>Proven proficiency in the use of search engine algorithms, digital promotion, content management systems, e-mail broadcasting tools, coding and analytics packages.</p> <p>Required experience in:</p> <p>Digital marketing.  Digital communication.  Digital analytics.  Information Technology.  Social Media Strategies.  User Experience (UX) and Design.  Business and Corporate Strategy.  Knowledge of marketing campaign management processes.  CRM Tools, as Salesforce.</p>
Language Requirements:	Good level in English is required.