



## SPECIFIC JOB PROFILE

### I. Post Information

**Job Title: Fundraising Associate (Donor Communication)**

**/Post#: 126685**

Supervisor Title/ Level: Donor Relations Officer (Donor Love), NOA, 94968

Organizational Unit: PFP

Post Location: Jakarta

Job Level: **GS-6**

Job Profile No.:

Job Classification Level:

### II. Purpose for the job

Staying in touch with our donors and showing them how their donation makes a difference is essential to build loyalty and transparency. UNICEF's donor communication is mainly based on email, with occasional printed materials and telephone contacts, but we are also in the process of diversifying our communication options.

This position works under the Donor Relations Officer (Donor Love) to design and implement compelling donor communication, from concept to concrete product. This includes the actual production of emails and other electronic communication, but also the design, selection of vendors, shipping, and quality control of printed communication materials.

### III. Key functions, accountabilities and related duties/tasks:

1. Produce compelling donor communication pieces to show the donors the impact of their donation and encourage them to continue/repeat their donation.
  - Conceptualize, write and design emails and other electronic communication pieces (eg. WhatsApp)
  - Set up the sending schedule in the CRM software (Salesforce/Marketing Cloud)
  - Monitor delivery and open rates, compile reports, and make suggestions for improvement
  - Conceptualize and design printed and other physical communication materials
  - Select vendors for production and shipment and control the quality
  - Spot check delivery accuracy and quality, and make suggestions for improvement
  - Source feedback from donors through our Donor Care team and/or dedicated surveys to assess which pieces of communication are particularly well received and which ones may need improvement
  - Identify further opportunities to use Salesforce Marketing Cloud in effective ways
2. Stock Management
  - Manage stocks of physical communication materials
  - Check existing stocks vs. needs forecasts from different teams and initiate restocking / replacement / new products in due time to avoid stockouts
3. Administrative Assistance
  - Assist the Donor Relations Officer (Donor Love) and the wider Individual Fundraising Team with administrative support, including meetings, invoices, communication, and budgets

#### IV. Impact of Results

- Increased loyalty of monthly donors
- Increased frequency of donations of one-off donors
- Increased fulfilment of monthly donations
- Increased conversion rate of unsuccessful/incomplete transactions
- Increased opening rates & positive feedback from donors
- Reliable quality of physical and printed communication products and their delivery

#### V. Competencies and level of proficiency required

##### Core Values attributes

- Care
- Respect
- Integrity
- Trust
- Accountability

##### Core Competencies (For Staff without Supervisory Responsibilities) \*

- 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)

#### VI. Recruitment Qualifications

Education:	Completion of secondary education is required, preferably supplemented by technical or university courses related to the work of the organization.
Experience:	A minimum of six years of progressively responsible work experience is required. (Direct) Marketing experience, especially WhatsApp & Email Salesforce experience or other CRM experience Excellent communication skills Design skills Attention to detail
Language Requirements:	Excellent communication skills in English and Bahasa Indonesia are required

