

UNITED NATIONS CHILDREN'S FUND

JOB PROFILE

<p>JOB TITLE: Digital Fundraising Associate JOB LEVEL: GS6 REPORTS TO: Digital Fundraising Officer LOCATION: Bogotá</p>	<p>JOB PROFILE NO: CCOG CODE: FUNCTIONAL CODE: JOB CLASSIFICATION:</p>
<p>PURPOSE OF THE JOB Under the general supervision of the Digital Fundraising Officer, the Digital Fundraising Associate will contribute with the organization's goals, as it will assist different digital fundraising strategies that support donor acquisition.</p>	
<p>KEY END-RESULTS</p> <ol style="list-style-type: none">1. Contribute to the preparation of the digital fundraising plan (within the PSFR Workplan) by analysing different area requirements and provide relevant information on digital fundraising mechanisms, opportunities and trends.2. Plan, monitor and coordinate the implementation of different digital acquisition initiatives and campaigns.3. Keep and share an up-to-date analysis of digital fundraising innovation, best practices, opportunities and trends, from UNICEF Colombia, other national NPOs and other UNICEF offices.4. Carry out and delivery effectively administrative tasks and responsibilities.	
<p>KEY ACCOUNTABILITIES and DUTIES & TASKS</p> <ul style="list-style-type: none">• <i>Within the delegated authority and under the given organizational set-up, the incumbent may be assigned the primarily, shared, or contributory accountabilities for all or part of the following areas of major duties and key end-results.</i> <p>The main purpose of the job is to support the Colombian digital team, with the delivery of fundraising campaigns insights, with a specific focus on user experience, testing, analytics and CRO.</p> <p>The professional will support the digital team to increase their digital fundraising activities and maximize results, providing additional capacity and capability. The incumbent will provide technical fundraising expertise, guidance on optimizing acquisition and testing to maximize revenue.</p> <p>Main Tasks</p> <ul style="list-style-type: none">• Contribute to strategic planning discussions by putting forward ideas to improve our communications based on up-to-date knowledge of digital communication and e-marketing trends.• Manage and implement digital analytics, CRO, attribution and A/B testing solutions as required, working with agencies where appropriate. Create a data modelling of the digital journey of UNICEF supporters.• Build a digital analytics dashboard to extract data from all paid marketing activities and generate insights for CRO.• Support the implementation and reporting of the digital fundraising strategies, to improve	

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performance journeys and conversion.

- Standardize campaign tagging, tracking, metrics and pixel implementation.
- Support digital tests, working to pilot new techniques and roll out learnings. As create best practices on testing throughout digital assets and delivery.
- Assist in gathering technical specifications for website forms, coordinate and undertake website testing and issue tracking.
- Carry out and delivery effectively administrative tasks and responsibilities.
- Participate in national, regional and global digital fundraising workshops, lectures, groups or conferences, representing the CO Colombia and ensuring that the learnings are later distributed to the PSFR team.
- Assist in monitoring and tracking expenditures against the approved budget and income results.
- Assist in searching and evaluating potential suppliers.
- Assist in preparing Terms of Reference for quotations and in following up quotation processes.

Main deliverables

- Donation flows are optimized through testing.
- Managing digital fundraising reporting through Google Analytics.
- Lead acquisition and nurturing is boosted thanks to optimizing processes.
- New payment methods are analysed with recommendations for implementation.
- Support provided in the implementation of analytics and CRO digital workplans.
- Best practices are identified and shared.

JOB GRADE FACTORS ¹

QUALIFICATION and COMPETENCIES (indicates the level of proficiency required for the job).

1. Education

Technical Degree in Marketing, Advertising, Digital Marketing, Engineering or Communication.

2. Work Experience

At least 6 years of progressively work experience in international digital campaigns, marketing and digital fundraising, with specific focus on digital acquisition, analytics, user experience and CRO. Also working with Salesforce, HTML coding, Drupal and other digital tools or software will be appreciated.

As optional, it will be qualified previous experience in machine learning to automate and data

¹ The differences in the grades of jobs and positions reflect various differences, among others, in the nature of work, individual contribution, scope of professional expertise required, organizational context, risks, coordination and networking, engagement, partners, beneficiaries, clients/stakeholders relations, impact of decisions, actions and consequences, and leadership roles.

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modelling. Also, knowing programming languages like R or Python.

3. Language Proficiency

Good level of English is required.

4. Competency Profile (For details on competencies please refer to the *UNICEF Professional Competency Profiles*.)

i) Core Values (Required)

- Respect
- Integrity
- Trust
- Care
- Accountability

ii) Core Competencies (Required)

- Build and maintain partnerships (L1)
- Demonstrates self-awareness and ethical awareness (L1)
- Drive for results with impact (L1)
- Innovate and embraces change (L1)
- Manage ambiguity and complexity (L1)
- Thinks and acts strategically (L1)
- Working collaboratively with others (L1)
- Nurtures, leads and manage people (L1)

iii) Functional Competencies (Required)

- Analyzing (L2)
- Planning & Organizing (L2)
- Applying Technical Expertise (L2)
- Following Instructions and Procedures (L2)

Signatures- Job Description Certification

Name: María Paula Ospina

Title: Oficial Marketing Services

Signature

Date

Name: Aida Oliver

Title: Representante UNICEF Colombia

Signature

Date