GHANA

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| **PART I** | | |
| Title of Assignment | **Partnership & Resource Mobilization Specialist (Diaspora)** | |
| Requesting CO/RO Section | UNICEF Ghana, Programme – Cross Sectoral | |
| Location | Accra*, Ghana* | |
| Duration: | Up to 6 *months* | |
| Ideal Assignment Dates | February 2019 |  |

**Background**

The UNICEF country office in Ghana is providing the opportunity for interested Private Fundraising and Partnerships Division (PFP) and National Committee staff to apply for a short-term assignment with UNICEF in Accra. The assignments will enable PFP and/ or National Committee personnel to support substantive areas of engagement by the country office within a different programmatic or functional area, while providing the opportunity for professional growth and development.

**Context**

About 4 million people identify as Ghanaian-born diaspora through population censuses in countries including the United Kingdom, United States, Australia and Canada. It is likely that many more persons of Ghanaian decent may not be identified today through population surveys as being of Ghanaian origin.

Increased global connectivity is facilitating better opportunity for communication and travel and is helping to renew interest, engagement and access by diaspora to their countries of origin, countries of shared heritage or ancestry. A sizeable population of Ghanaian-born emigrants live in the UK[[1]](#footnote-2) and US[[2]](#footnote-3). Both countries maintain strong political and economic ties with Ghana.

While, in general, African emigrants hold proportionately more third level college degrees, Ghanaians enjoy higher educational statistics. English is the language of instruction for the education system in the country, which may predict faster integration in English-speaking countries for emigrants, such as in the UK and US, both socially and economically. As such, Ghanaian-born diaspora in the UK and US may be more readily able to contribute both politically and economically to social development in Ghana – and by extension to provide a positive contribution to results for children.

The current global economic outlook for Ghana is positive, with an average GDP growth of 5.5 percent forecasted for 2018-2022, boosted by the development of new oil and gas resources and stronger performance from the non-oil private sector. Its underlying political stability is also expected to endure and support its economic transformation. Such conditions are likely to accelerate international investment, including from diaspora.

UNICEF in Ghana is therefore exploring the potential to harness the broadening interest in Ghana by engaging the Ghanaian diaspora in the UK and US in UNICEF-supported programmes for children both politically and financially.

**Justification**

The assignment will provide timely and substantive support to the Office, which does not currently have full-time a Partnership and Resource Mobilization specialist. The assignment will provide a ground-breaking contribution for UNICEF’s entry into partnership with Ghanaian diaspora, both from the perspective of private sector fundraising and financial/ non-financial business engagement.

**Scope of Work**

**1. Goal and Objective:**

Under the supervision of the Deputy Representative, the staff on assignment will work with the country office to explore, mobilize and leverage financial and non-financial partnerships with Ghanaian diaspora in support of results for children in Ghana and Key results for Children in Western and Central Africa (WCAR).

**2. Linkages with annual workplan**

The exploration of financial and non-financial partnerships with Ghanaian diaspora is prioritised in the 2018 annual management plan of the country office. The assignment also directly supports deliverables articulated in the country office funds mobilization strategy and action plans, which intend to maximize efforts in support of country programme results, and the five Key Results for Children[[3]](#footnote-4) for WCAR to which the country programme contributes.

**3. Activities and Tasks:**

**a. Establish a profile of Ghanaian diaspora in UK and US**

Establish a comprehensive profile of Ghanaian diaspora in UK and US, including:

* the nature and influence of the Ghanaian diaspora on political, social, economic and cultural life in Ghana
* the current and near future trends in terms of remittances and investment by diaspora in Ghana
* the location and composition of Ghanaian communities in diaspora in the UK and US
* political, cultural and business leaders and high net worth individuals, including private sector partners linked to Ghanaian diaspora in UK and US

**b. Establish a profile of international and local institutions and associations for Ghanaian diaspora**

Identify and analyze the existence, functioning and strategic contribution of international and local institutions, associations and mechanisms for diaspora, including their number, resources and effectiveness in mobilizing diaspora on issues affecting Ghana.

**c. Evaluate potential areas of focus for mobilizing Ghanaian diaspora around results for children**

Determine the potential areas of focus for UNICEF in mobilizing Ghanaian diaspora (including relevant institutions and associations) around UNICEF-supported programmes for children in Ghana, including thematic interests and trends which align to Ghana’s programme priorities.

Evaluate the feasibility in mobilizing Ghanaian diaspora in generating financial contributions to UNICEF through various mechanisms including direct contributions to the country office (from high net-worth individuals and corporates) and indirect contributions through UNICEF National Committees (i.e. pledge, donations).

**d. Formulate and implement a strategy and action plan to engage Ghanaian diaspora**

Formulate an outreach and resource mobilization strategy and costed action plan for the country office, focused on engaging Ghanaian diaspora, including communication/ advocacy and HR components.

Initiate the implementation of the action plan, monitor and adjust actions as appropriate.

**e. Support the develop investment cases and other relevant material for reaching Ghanaian diaspora**

Work with relevant UNICEF staff at the country office, PFP and Nation Committees to develop several investment cases (or components of investment cases) in the agreed areas of focus for Ghanaian diaspora in the UK and US, including the development of relevant pitching material.

Work with relevant UNICEF staff to strengthen donor relations (including with National

Committees and PFP), including through organizing donor- and partnership-related events, such as face-to-face meetings, supporting joint field missions and the production of information/fundraising products.

**4. Work relationships**

During the assignment, the incumbent will work closely with relevant programme staff in the implementation of the tasks; the staff will report to the UNICEF Deputy Representative, Ghana.

**5. Outputs/Deliverables**

**Deliverables Ideal timeframe for delivery**

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| Deliverables | Timeframe |
| Profile of Ghanaian diaspora in UK and US | By end of month 1 |
| Profile of functioning and effectiveness of international and local institutions and associations for Ghanaian diaspora | By end of month 2 |
| Recommendations on potential areas of focus for mobilizing Ghanaian diaspora around results for children | By end of month 3 |
| Formulation of strategy and action plan to engage Ghanaian diaspora | By end of month 4 |
| Investment cases and fundraising material for reaching Ghanaian diaspora | By end of month 6 |

**Desired competencies, technical background and experience**

**a) Education required**

* Advanced degree in one of the following fields: marketing, public relations, business administration and management, communications, social sciences or human rights.

**b) Desired competencies**

* Strong background in partnership, fundraising or communications or media relations within the UNICEF family
* Good knowledge of the UNICEF resource mobilization infrastructure - particularly National Committees and relevant units of PFP, PPD and DOC.
* Strong analytical ability.
* Excellent written and spoken communication skills.
* Good knowledge of the branding and communication guidelines and standards.
* A self-starter with fresh perspectives.

**c) Work experience**

* At least five years of relevant work experience in corporate fundraising, marketing, and/or in a corporate managerial role with engaging with partners.

**d) Languages**

* Fluency in English.

**CO focal points**

Tina Onukogu, HR Specialist, UNICEF in Ghana

Fiachra McAsey, Deputy Representative, UNICEF in Ghana

1. In London, Reading, Berkshire, Liverpool, Milton Keynes, Southampton, Bracknell, Manchester, Birmingham, Cardiff, Swansea and Glasgow. [↑](#footnote-ref-2)
2. In Atlanta; Chicago; Detroit; Washington, D.C.; The Bronx in New York City; Newark, New Jersey; Providence, Rhode Island; Worcester, Massachusetts; Denver, Colorado; Columbus, Ohio; and Maryland. [↑](#footnote-ref-3)
3. Comprising Increased Immunization, Decreased Stunting, Decrease in Open Defecation, Decrease in Child Marriages, and Better Learning Outcomes among children in WCAR [↑](#footnote-ref-4)