



## UNITED NATIONS CHILDREN'S FUND JOB PROFILE

### I. Post Information

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

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

### 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. The income will be increased from \$20,000 to \$69,096M investing a total sum of \$53,026M with local resources and 105,517M with Investment Funds. The strategy includes the execution of campaigns on individuals to achieve 159,774 active pledges by 2025 and 20,000 cash donors with F2F, Digital Campaigns, DRTV and telemarketing campaigns. We have successfully initiated the legacies strategy expecting to have results in 7 years. Business will be another key audience in our expansion plan not only because of the income expected directly from corporates (\$16,628M) but also because of its role closing alliances for our CPTP strategy. We will also start with a big challenge for our CO, to include into the UNICEF dynamic influencers, advocates and volunteers as key stakeholders. We expect to involve around 528k non-financial supporters. 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.

Legacies represent 10% of UNICEF's total international income, more than 90 million dollars were raised through this channel in 2016. It is the most profitable fundraising strategy for UNICEF, as it is a strategy it represents funds without restrictions and that can provide substantial and sustainable long-term income.

Currently the individual donor channel accounts for approximately 85% of local total income. In the last year (2021) the total Individual donors income was COP\$33.396.644.516 LC, USD \$8.600.000, representing a 17% growth vs 2020. Part of that growth has been thanks to the diversification of acquisition channels (F2F, telemarketing, CPTP (corporate path way to pledge) digital campaigns), also the implementation strong retention and loyalty strategy that has allowed increase the number of pledge donors year by year.

Telemarketing 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.

Under the 2022-2025 plan, the generation of 125.000 new pledge donors is expected through the Telemarketing and CPTP channel and an estimated investment of USD 8.000.000 during this period.

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

Under the direct supervision of the Fundraising Officer - Marketing Implementation Campaigns, the post is responsible for the development and effective implementation of the campaigns for the telemarketing channel in Colombia, carrying out the monitoring, supervision and coordination of all national channel campaigns, managing the outsourced call center outbound campaigns and accompanying the development of new suppliers, implementing also CPTP campaigns. The implementation of these campaigns focuses on the performance of each of the agencies and their teams, training, monitoring, feedback, motivation plans and incentives to ensure compliance with KPIs, new pledge donors acquisition, average donation, payment rate, attrition rate, quality assurance, cost per acquisition CPA and ROI.

**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:**

1. Achieve the total number of donors acquiring through telemarketing fundraising campaigns.
2. Support and participate in the planning, coordination and execution of telemarketing activities at the national level.
3. Monitoring and evaluation of telemarketing implementation; Prepare evaluation reports and analyze the results achieved in relation to the intended objective. Propose improvements and changes based on the cost-benefit ratio and make continuous timely analysis to implement changes and measure results.
4. Provide training, guidance and supervision to the telemarketing teams: team leaders, telemarketers/agents and administrative support. Supervise the hiring of telemarketing team and regular donor management (savings process). Provide ongoing feedback on

identified performance and/or inefficiency issues, training needs & opportunities, and recommended system and process modifications.

5. Define the KPIs for each of the new agencies / providers, in terms of number of new pledge donors, donation averages, fulfillment rate, and attrition rate.
6. Ensure the good use of the brand, the truthfulness and the quality of the management carried out by each of the agencies.
7. Monitor and feedback teams according to management, through direct visits to teams and management of the Mystery Shopper service company.
8. Develop a monitoring plan for each of the agencies, in order to quickly activate action plans that allow decision-making.
9. Support the development of new telemarketing campaigns in order to maximization value campaigns, cold telemarketing campaigns, integrated campaigns (Digital + Telemarketing) and Corporate Path way to pledge campaigns in the country.
10. Map out fundraiser journeys for agency fundraisers and for developing an incentive, motivation and engagement system for fundraisers and teams.
11. Daily monitor and analyze the quality of inbound and/or outbound call center representatives interactions through multiple campaigns and providers.
12. Check quality information and reports to identify adherence to the protocols, areas of improvement and overall performance scores of each campaign and operation, identify key, recurring issues across the different campaigns and operations and compile results to be shared during weekly/monthly area meetings.
13. Periodically review and enhance established quality standards. Recommends modifications where appropriate and provide real time coaching on quality issues.

#### **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)*

The work of this position assures the focus on the telemarketing 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 telemarketing 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, telemarketing 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 of telemarketing in the country.

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

<p><b><u>Core Values (Required):</u></b></p> <ul style="list-style-type: none"> <li>▪ Respect</li> <li>▪ Integrity</li> <li>▪ Trust</li> <li>▪ Care</li> <li>▪ Accountability</li> <li>▪ Sustainability</li> </ul> <p><b><u>Core competencies (Required):</u></b></p> <ul style="list-style-type: none"> <li>▪ Builds and maintains partnerships (L1)</li> <li>▪ Demonstrates self-awareness and ethical awareness (L1)</li> <li>▪ Drive for results with impact (L1)</li> <li>▪ Innovates and embraces change (L1)</li> <li>▪ Manages ambiguity and complexity (L1)</li> <li>▪ Thinks and acts strategically (L1)</li> <li>▪ Working collaboratively with others (L1)</li> <li>▪ Nurtures, leads and manage people (L1)</li> </ul>	<p><b><u>Functional Competencies (Required):</u></b></p> <ul style="list-style-type: none"> <li>▪ Analyzing (2)</li> <li>▪ Applying technical expertise (2)</li> <li>▪ Planning and organizing (2)</li> <li>▪ Following Instructions and Procedures (2)</li> </ul>
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<b>VI. Recruitment Qualifications</b>	
Education:	Completion of Secondary education, preferably supplemented technical or university courses related to the area: Marketing, Economics or Engineering is required, and any other discipline relevant to UNICEF’s humanitarian mission is an asset (i.e. international relations, cooperation & development, project management).
Experience:	At least five (5) years of progressively work experience supervising or coordinating telemarketing acquisition, retention of customer experience campaigns, supervising sales teams or contact centers. Experience in supplier management is an asset. Also working with Salesforce, and other digital tools or software will be appreciated.
Language Requirements:	Fluency in Spanish is required. Good level of written and spoken English would be desirable.