



UNITED NATIONS CHILDREN'S FUND  
JOB PROFILE

### I. Post Information

<b>SENDER:</b> Laura Toribio <b>JOB DESCRIPTION TYPE:</b> Specific Job Description <b>POST NUMBER/ CASE NUMBER:</b> ARG21017 <b>POST/CASE NUMBER OF SUPERVISOR:</b> Resource Mobilization Manager (NOD) <b>REASON FOR CLASSIFICATION:</b> Establishment of new post <b>REGION/DIVISION:</b> LACRO <b>COUNTRY:</b> Argentina <b>DUTY STATION:</b> Buenos Aires <b>OFFICE:</b> <b>SECTION:</b> <b>UNIT:</b> Resource Mobilization - PFP	<b>CATEGORY:</b> NO <b>PROPOSED LEVEL:</b> NOB <b>JOB TITLE:</b> Marketing Officer (Services) <b>Functional Code:</b> FRA <b>ICSC CCOG Code:</b> 1A10
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### 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):*

ACO has a well establish PSFR team that in 2020 have more than 250.000 donors, 30 alliances with corporations, foundations and major donors, 3 special events and a legacies plan that generates millions of conversations per year. These conversations need to be feed by the Marketing Services area, which also has the responsibility to give coherence to the different messages and assure communicational alignment to the office priorities. In addition, the development of the digital channels and strategies is key to the PFP area and is part of every fundraising plans -particularly Individuals-. ACO is also well recognized for its special events -like Un Sol para los Chicos Telethon-, in which coordination and support from other PFP and ACO areas is key. Finally, to improve and harmonize the level of interaction between the new digital

communications officer (NOB) and the Public Policies and Advocacy Officer (NOB) within the Communication section, we will create a Marketing Services Officer (NOB), supervised by the Resource Mobilization Manager (NOD) and with a dotted line (technical supervision) to the two above mentioned communication officers.

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

Under the direct supervision of Resource Mobilization Manager, and in coordination with the Public Policies and Advocacy Officer and the Digital Communications Officer (NOB), the Marketing Services Officer (NOB) will:

- a) Provide technical support in digital advisory for the development of the PFP Digital Plan & Calendar,
- b) Ensure the correct implementation, monitoring and performance improvement of the PFP Digital Plan,
- c) Support the implementation of PFP workplan by identifying content needs,
- d) Help supervise the preparation and revision of PFP materials,
- e) Help oversee the effective preparation and implementation of the Special Events Plan, and
- f) Contribute in the identification and engagement with GWAs and celebrities to support and participate in PFP activities.

**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)*

**Provide digital advisory for the development of the PFP Digital Plan & Calendar**

- Help analyze the different PSFR requirements to propose strategies, ideas and solutions that facilitates the Digital FR/PSE plans and results.
- Provide performance reports and ad-hoc reports to inform about the impact and results of the different digital activities.
- Explain and present technical information in a clear way.

**Ensure the correct implementation, monitoring and performance improvement of the PFP Digital Plan**

- Work together with PFP specialists and officers to plan, monitor and improve the different digital FR initiatives
- Help guide the digital FR team to follow the necessary internal and external processes to timely and effectively implement campaigns and initiatives.
- Periodically look after new trends and innovations in emarketing, ecommerce and digital fundraising.

**Support the implementation of PFP workplan by identifying content needs**

- Validate the PFP Content needs with the PFP Specialists and Officer, and the Public Policies and Advocacy Officer (NOB)
- Participate in information, communications and programme meetings, the editorial

committee and other events and presentations to get new information on the programme implementation and initiatives.

- Participate in the PFP emergencies plan preparation.

#### **Help supervise the preparation and revision of PFP materials**

- Check that the different materials and content are validated as agreed.
- Contribute with the searching of agencies and providers to produce quality materials at reasonable costs.
- Provide technical support in the production of Annual Reports, UNI Magazine & newsletter and other ad-hoc materials
- Periodically monitors the pertinence and impact of the PFP communicational materials.

#### **Help supervise the effective preparation and implementation of the Special Events Plan**

- Validate the annual Special events plan and calendar
- Periodically search for new ideas and potential partners, particularly digital FR events
- Contribute with the engagement of celebrities and GWA
- Monitors KPIs to assure effective results.

#### **Contribute in the identification and engagement with GWAs and celebrities to support and participate in PFP activities.**

- Help oversee the maintenance and update of celebrities/GWAs list: interests, activities, support to UNICEF, key & contact data.
- Analyze the PFP plans and calendars to identify and propose celebrities/GWAs when necessary.
- Support the RM Manager to propose adequate proposals and provide relevant information to engage and create confidence with celebrities/GWAs.

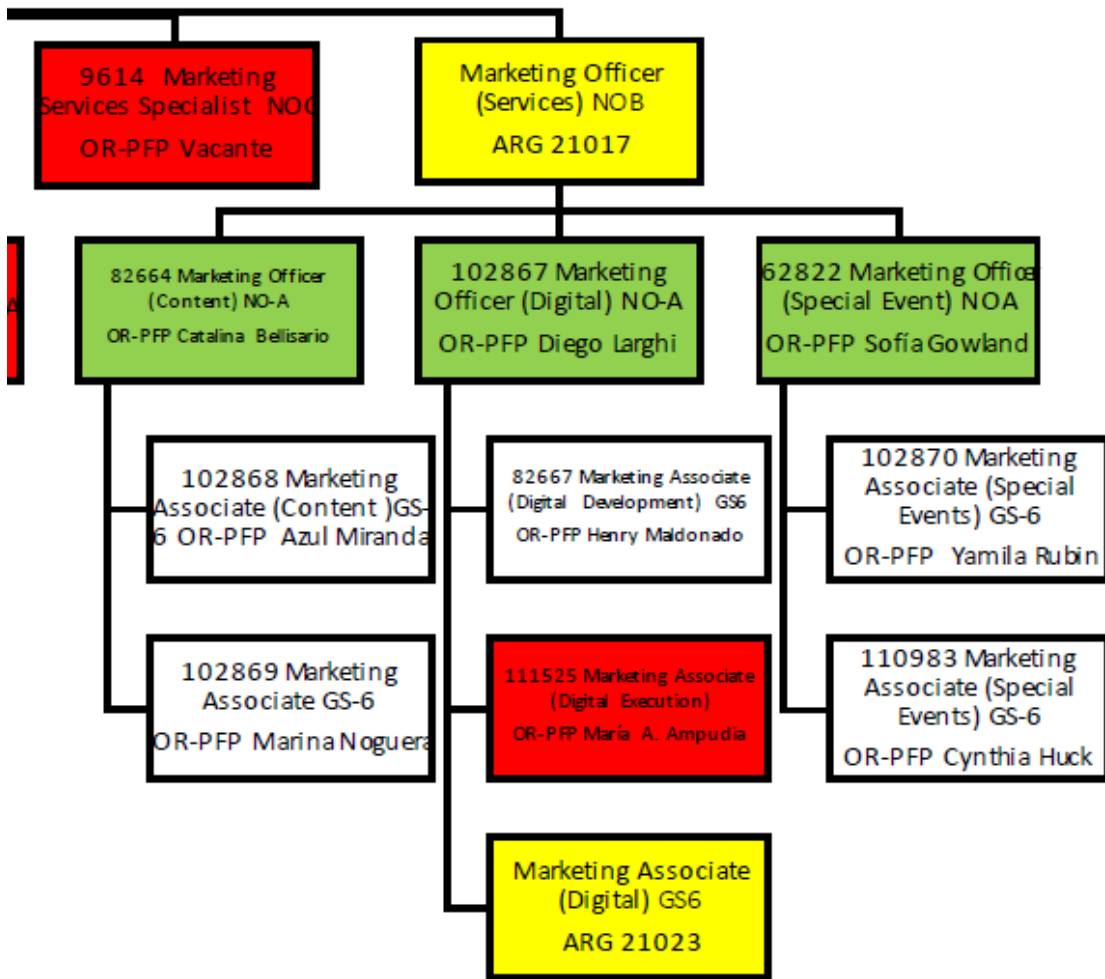
### **IV. Impact of Results** *(Please briefly outline how the efficiency and efficacy of the incumbent impacts its office/division and how this in turn improves UNICEF's capacity in achieving its goals)*

- Reach Special Events income goals
- Supervise the identification of fundraising/PSE communicational needs and provision of relevant content, to improve campaigns' effectiveness
- Supervise the delivery of FR/PSE digital services, to contribute achieving the goals of the different PFP areas.
- Promote brand awareness and positioning to better influence decision citizens, decision makers and businessmen.
- Support the implementation of the Celebrities/GWAs plans to better engage them for FR purposes.

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

<p><b><u>Core Values</u></b></p> <ul style="list-style-type: none"> <li>• Care</li> <li>• Respect</li> <li>• Integrity</li> <li>• Trust</li> <li>• Accountability</li> </ul> <p><b><u>Core competencies</u></b></p> <ul style="list-style-type: none"> <li>• Nurtures, Leads and Manages People (1)</li> <li>• Demonstrates Self Awareness and Ethical Awareness (2)</li> <li>• Works Collaboratively with others (2)</li> <li>• Builds and Maintains Partnerships (2)</li> <li>• Innovates and Embraces Change (2)</li> <li>• Thinks and Acts Strategically (2)</li> <li>• Drives to achieve impactful results (2)</li> <li>• Manages ambiguity and complexity (2)</li> </ul>	<p><b><u>Functional Competencies</u></b></p> <ul style="list-style-type: none"> <li>• Entrepreneurial Thinking (L1)</li> <li>• Analyzing (L1)</li> <li>• Persuading and Influencing (L2)</li> </ul>
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<b>VI. Recruitment Qualifications</b>	
Education:	University first degree (Bachelor's) in Business Administration, Marketing, Public Relations, Sociology and/or any related field.
Experience:	A minimum of 2 years of national relevant professional work experience as fundraising director, digital marketing content marketing, and/or fundraising events planning for social organizations.
Language Requirements:	Fluency in English and Spanish is required. Knowledge of another official UN language or local language of the duty station is considered as an asset.



**Laura Toribio**

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**From:** Luisa Brumana  
**Sent:** lunes, 5 de abril de 2021 15:32  
**To:** Nelson Amaya  
**Cc:** Maria Marta Nanfito; Laura Toribio; Antonio Pires Patricio  
**Subject:** RE: PBR 2021 Specific Job Descriptions - requesting your approval

**Importance:** High

Dear Nelson

Many thanks and specific JDs approved to send to classification

Warm regards,

Luisa

Classified by Hein Kyaw Soe (10/Apr/21)

A handwritten signature in black ink, appearing to be 'Hein Kyaw Soe', written in a cursive style.