



TERMS OF REFERENCE

Post Title: Fundraising Officer (TA) for Telemarketing

Duty Station: Mandaluyong City, Philippines

Level: NOA

Duration: 364 Days

Funding: WBS: 3420/A0/06/777/001/001

GRANT: SP180034

Supervision: Fundraising Officer (Individual Giving)

PURPOSE OF ASSIGNMENT:

Under the supervision of the Individual Fundraising Officer, this post will primarily be responsible for strategic planning and the day-to-day supervision of the Telemarketing (TM) fundraising channel for donor acquisition, donor retention and customer service through third-party outbound telemarketing agency/ies and through the UNICEF in-house donor care team. This post will also assist in the implementation of fundraising program activities from time to time as needed/ required.

With special emphasis on converting all one-off donors into regular pledge givers or multiple cash givers, this post will assist in the development of TM campaigns in the areas of donor renewal and reactivation; donor upgrades and other loyalty and value maximization efforts; donor care; and donor acquisition, to recruit new donors and diversify the pledge program through telemarketing. Thereafter, the post will lead and monitor their launch and implementation.

MAJOR DUTIES AND RESPONSIBILITIES:

Summary of key functions/accountabilities:

1. **Implementation of telemarketing donor acquisition and retention and legacy campaigns**
 - a. Working with the Individual Giving Officer (NOB) and the Donor Acquisition Officer (NOA), lead the development, roll-out, and day-to-day supervision of donor acquisition TM campaigns (e.g., lead generation, direct-to-pledge, tactical or seasonal acquisition and conversion campaigns)
 - b. Working with the Individual Giving Officer (NOB) and the Donor Retention Officer (NOA), lead the development, roll-out, and day-to-day supervision of and donor retention TM campaigns [such as renewal, reactivation, upgrade, value maximization, and donor care service]
 - c. Working with the Major Donor Officer (NOB), lead the development, roll-out, and day-to-day supervision of legacy campaigns, as necessary
 - d. Oversee TM back-end structure and campaign fulfillment for any new campaign initiatives
 - e. Monitor daily TM billings and concerns and respond accordingly

- f. Organize briefings and trainings to TM agencies and in-house donor care personnel for any campaigns, emergencies or special events

2. Quality performance monitoring for telemarketing fundraising




- a. Lead the development of plans for telemarketing QA for the in-house team and third-party agency/ies, in cooperation with the NOA and NOB officers for donor acquisition, retention, major donors
 - b. Ensure that all aspects of the TM program — from script development to simulation to live calls to donation fulfilment to donor data processing—adhere to QA standards and support KPIs
 - c. Monitor daily, weekly, monthly performance of TM campaigns including but not limited to reach rate, conversion rate, fulfilment rate, average gift, call capacity, agent performance, and ROI.
 - d. Ensure income and telemarketing targets are met according to the work plan and budget.
 - e. Work with the IG team to ensure the TM program is data-informed and data-driven. Present reports on TM operations regularly and provide recommendations related to enhancements in areas of telemarketing that need improvement or optimization.
3. **Operations oversight:** Lead and provide operational support to agencies, contractors and suppliers engaged in telemarketing operations and ensure that they perform to high standards. Whenever necessary, recommend/ propose changes and modifications [in cooperation with the NOA & NOB officers] to various aspects of TM operations consistent with the overall strategy and objectives of the PFP section.

4. Donor Support/ Customer Service Hotline

- a. Oversee the inbound telemarketing service provided by in-house customer service and by third-party telemarketing agency.
- b. Ensure end-to-end quality customer service. Provide, when necessary, customer support such as addressing donor inquiries, requests and/or complaints via mail, email, phone, social media, etc.; escalate inquiries to the appropriate supervisor for further action.

QUALIFICATIONS AND COMPETENCIES:

<p>Education:</p>	<p>University degree in any of the following: Business, Marketing, Management, Research/Statistics, Communication, Arts, Social Sciences, or a related field.</p>
<p>Experience:</p>	<p>At least one (1) years relevant work experience required in the telemarketing/BPO/sales/marketing/customer service industry at junior management level or higher.</p> <p>Additional experience in fundraising/resource mobilization, public relations, account management, brand management, business development or other related fields would be considered an asset.</p> <p>Experience in the latest developments in contact center customer relationship management and supporter engagement is highly desired. Strong skills in Microsoft Excel desired.</p> <p>Candidates must also possess or demonstrate:</p> <ul style="list-style-type: none"> · Strong interpersonal skills · Strong organizational and planning skills · Strong communication and presentation skills · Analytical thinking · Drive for results
<p>Language Requirements:</p>	<p>Fluency in English and Filipino is a requirement, both oral and written.</p>

Prepared by:	Endorsed by:	Approved by:
		
<p>Susanna Snyman: 28/02/2024</p>	<p>Susana Snyman Chief, PFP Date: 28/02/2024</p>	<p>Oyunsaikhan Dendevnorov Representative Date:</p>