



UNITED NATIONS CHILDREN'S FUND JOB PROFILE

I. Post Information

Job Title: **Marketing Associate (Digital)
Supervisor Title/ Level: Marketing
Officer (Digital) NOA**
Organizational Unit: **Resource
Mobilization -PFP**
Duty Station: **Buenos Aires, Argentina**

Job Level: **GS6**
Job Profile No.: **ARG 21023**

Reason for Classification: **Establish New Post**
Approved by HoO and Org Chart included.
Functional Code: **FRA**
ICSC CCOG Code: **2K**
Job Classification Level: **G-6 at 65th percentile**
Classified by: **Nuriel Cedeno, Sr. HR Associate,
LACRO**
Date: **13/04/2021**

II. Strategic office 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, in operations and its fundraising efforts. 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.

Strategic office context :

The Argentina Country Office (CO) has a strong PFP component that contributes to cover 100% of the Other Resources (OR) required to implement the Argentina Country Programme. Over the last 10 years the CO also raised funds to contribute to Global Regular Resources (RR), Regional Thematic Funds (RTF), Emergencies (OR-E).

The development of the digital channel is key to the PFP area and is part of all UNICEF fundraising plans since it is the channel with the highest current and potential growth in terms of fundraising at a global level. In the particular case of Argentina, the restrictions associated with the F2F and CPTP channels make it even more necessary to focus and prioritize efforts in digital fundraising. Moreover, the digital FR generates quality donors (less attrition) increasing its value. In 2020, pledge donors grew by 110% through the digital channel, and substantial growth is expected for 2021 (100% estimated growth) and beyond.

In parallel, the area also has a growing demand of support from other PFP teams (retention, legacies, corporate FR & PSE). These situations imply an overload of work and a need to specialize knowledge for the dual purpose of increasing work capacity and incorporating new skills to meet the challenging objectives of the area.

Purpose for the job:

Under the general supervision of the Marketing Officer (Digital), the Marketing Associate (Digital), GS-6, will contribute with the organization's goals as it will assist the different fundraising (FR) areas in the planning execution and testing of digital campaigns, platforms and communications to engage current and potential donors.

III. Key functions, accountabilities and related duties/tasks:

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.

Contribute to the implementation of the Fundraising Digital Calendar and PFP Workplan by analysing different PFP digital requirements and provide relevant information on digital FR mechanisms, opportunities and trends.

- Implementation of communications using the email marketing platform. Including set up, testing and reporting.
- Search and analyze digital fundraising trends, opportunities and challenges.
- Control and optimization of the digital paid media strategy.

Assist in the implementation and follow-up of the different Digital FR initiatives and campaigns, by providing accurate support and guidance on the use of digital channels and paid media (website, email, social media ads and Search Engine Marketing).

- Manage CMS systems (for ex. the online donations forms platform), including content uploading.
- Assist in the planning and execution of digital campaigns by providing technical support on the implementation & testing, choosing the right media, digital platform, target audiences and suppliers.
- Provide specialist advice and support to colleagues on matters related to digital marketing.

Assist in the development and implementation of mechanisms and criteria to coordinate and synergize the different FR digital efforts (suppliers, agencies, digital media)

- Assist in the collating of information - Google Analytics, Google Tag manager, Hotjar or similar - to produce reports and analyse trends.
- Web traffic and source analytics monitoring and reporting against key performance indicators.

Effective cross-functional coordination and collaboration with Marketing Service Assistants and other PFP's areas.

- Work in a coordinated way with the different PFP areas and the Communication Assistant (social media).
- Work in collaboration with the Digital (Development) Marketing Associate.

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| Carry out and delivery effectively administrative tasks and responsibilities <ul style="list-style-type: none"> Processes and examines information and data in accordance with instructions received, making necessary abstracts and computations. 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 | |
| IV. Key End-Results | |
| <ol style="list-style-type: none"> Contribute to the planning of the Fundraising Digital Calendar and PFP Workplan by analysing different PFP digital requirements and provide relevant information on digital FR mechanisms, opportunities and trends. Assist in the implementation of the different Digital FR initiatives and campaigns, by providing accurate support in the implementation, administrative support testing and guidance on the use of digital channels and enablers (websites, email marketing, Social Media ADS and Search Engine Marketing). Up-to-date analysis of digital reporting, best practices, opportunities and trends. Assist in the development and implementation of mechanisms and criteria to coordinate and synergize the different FR digital efforts (suppliers, agencies, digital media). Effective cross-functional coordination and collaboration with Marketing Service Assistants, other PFP's areas and COMMS. Carry out and delivery effectively administrative tasks and responsibilities. | |
| V. Competencies and level of proficiency required | |
| <p><u>Core Values</u></p> <ul style="list-style-type: none"> Care Respect Integrity Trust Accountability <p><u>Core competencies</u></p> <ul style="list-style-type: none"> Demonstrates Self Awareness and Ethical Awareness (1) Works Collaboratively with others (1) Builds and Maintains Partnerships (1) Innovates and Embraces Change (1) Thinks and Acts Strategically (1) Drive to achieve impactful results (1) Manages ambiguity and complexity (1) | <p><u>Functional Competencies:</u></p> <ul style="list-style-type: none"> Following Instruction and Procedures (L2) Analyzing (L2) Planning & Organizing (L2) Applying Technical Expertise (L2) |
| VI. Recruitment Qualifications | |
| Education: | Completion of secondary education is required, preferably supplemented by technical or university courses related to |

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| | the field of Marketing, Digital Marketing, Business Administration and/or any other related field |
| Experience: | <p>A minimum of 6 years of relevant work experience in digital marketing or fundraising areas and/or any related function.</p> <p>Experience in working for international organizations would be desirable. Also working with email marketing sending tools, search engine algorithms and paid social media. Analytics software will be appreciated</p> |
| Language Requirements: | Fluency in Spanish and English is required. |