

Fundraising Specialist, Global Face to Face Fundraising

MAKE A LASTING DIFFERENCE FOR CHILDREN

Post:	Fundraising Specialist, Global Face to Face Fundraising
Location:	Geneva, Switzerland
Salary grade:	P3 (see below for more details)
Reporting to:	International Pledge Fundraising Manager, P4

For 60 years, UNICEF has been working on the ground in 190 countries and territories to promote children's survival, protection and development. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

Background to the role

If you are a passionate and committed resource mobilisation professional wanting to make a lasting difference for children, the world's leading children's rights organization would like to hear from you.

We are seeking an experienced resource mobilisation professional to be the focal point for the development of UNICEF's face-to-face pledge donor recruitment programmes and thereby drive the growth of pledge income. (Face to face is a generic term covering, street, door to door, event and workplace-based recruitment of regular givers.) You will be expected to:

- Provide cutting edge expertise in face-to-face fundraising to regional teams (Relationship Teams & Regional Support Centres) and country teams (NatComs, and Country Offices).
- Work on both strategy development and practical implementation to maximise effectiveness in each country and therefore the total number of pledge donors and the global income.
- Be the focal point for all learning, skill share, training.
- Help Director, Central Fundraising to decide on allocation of FDP investment funds

Major duties and responsibilities

- Work with regional teams (Relationship Teams & Regional Support Centres) and country teams (NatComs, and Country Offices) to develop and perfect UNICEF's face-to-face programmes. This includes the provision of hands-on support in local agency selection or the recruitment, management of in-house teams and assessment of applications for FDP investment applications.
- Track the global development of face-to-face inside and outside UNICEF, especially maintaining relationships with all key face-to-face agencies to ensure the best global, multi country and local deals.
- Ensure continuous local testing, collate learnings and apply to our programs to maximise results.
- Keep in touch with industry experts and keep track of competitor activities.
- Develop relationships with external experts and engage as relevant if workload becomes excessive.
- Advise on global investment allocation and local requests to maximise ROI on investments and global pledge donor recruitment. Assist with creation of investment request forms.
- Create & share global resources – e.g. scripts, presenters, best practice manuals
- Bring together and facilitate communications between those doing face-to-face in UNICEF, especially via MKC Online
- Travel frequently to National Committees & Country Offices and training seminars & workshops.

Education required

Advanced University degree in any of the following: Business Administration, Economics, Marketing, Fundraising, Social Sciences, Public Administration, International Relations, or equivalent. A first level university degree in combination with qualifying experience may be accepted in lieu of the advanced university degree.

Experience and skills required

The most compelling candidates will have the following qualifications, experience and skills:

- At least 5 years hands-on experience of face-to-face fundraising, including:
 - managing street teams,
 - budgeting, planning and management of programs,
 - preparing materials & scripts
 - analysing & reporting on donor recruitment including long term attrition
 - follow-up communications plans & materials
- It would be an advantage if the person had gained the above experience in both agency and in-house approaches as well as an understanding of legislation affecting direct dialogue marketing
- It would also be an advantage if the person had experience of negotiating agency contracts for F2F services
- Furthermore, it would be an advantage if the person has experience of telemarketing
- Fluency in English is essential, other NatCom language(s) an asset
- Thorough knowledge of face-to-face trends across multiple markets.
- Direct experience of implementing F2F programs, either on agency or in-house side. Preferably both.
- Experience of budgeting and performance management of F2F programs
- Experience of training F2F teams and supervisors an advantage
- Experience of assessing and negotiating F2F supplier contracts an advantage

A formal UN format job specification is available upon request.

Salary

This is a **P3 post** on the UN Salary scales. To find out more about what this means please visit the UN site on Salaries and Post Adjustment http://www.un.org/Depts/OHRM/salaries_allowances/salary.htm

To apply

Please send **BY EMAIL ONLY** a **letter of application** stating the skills and approach that you would bring to the post with your **CV/resume** (no photos) in strict confidence by email only to: Meagan Greenberg at jobs@darylupsall.com

Please ensure that they are sent as Word documents with the titles “*your name cover letter*” and “*your name CV*” Please put “**UNICEF – F2F Specialist**” in the email subject line. Also please let us know where you saw the post advertised.

UNICEF is committed to diversity and inclusion within its workforce, and encourages qualified female and male candidates from all national, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of our organisation.

The deadline for applications is Monday 20 February, 2012

PLEASE NOTE: There will be a two stage application process which means that candidates that fully meet the criteria above will be subsequently asked to complete a further online process within the UNICEF recruitment system