

Job announcement

Fundraising Manager (P4) – Content and Engagement

Private Fundraising and Partnerships

- Location:** Geneva, Switzerland
- Reporting to:** Chief Fundraising Services – P5
- Annual salary:** This is a P4 post on the UN Salary scales (see below for more details)

Background

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 fulfil 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 nation.

Purpose of Role

The Private Sector Fundraising (PSFR) section within the Private Fundraising and Partnerships Division (PFP) works with National Committees and UNICEF Country Offices to maximize income and drive income growth. With demands being placed on the volume and quality of supporter engagement opportunities, the potential for exhausting leading fundraising channels, the rise of country office fundraising and the on-going global challenges of raising unrestricted income, the Fundraising Manager – Content and Engagement works across DOC (Division of Communication), PFP, regional offices, country offices and national committees to drive the development of effective and distinctive, audience-focused, content for supporters. To create, re-purpose, curate and disseminate acquisition and retention content tied to channel priorities.

The Fundraising content team works seamlessly with the Supporter Engagement Content team lead by the Communication and Marketing section, which focuses on engaging supporters with

non-financial asks, and supporting business partnerships. Success of the team's joint working depends of the post holder working very closely with the other content team manager.

How can you make a difference?

Great stories and content bring to life UNICEF's impact and results for children. We are looking for a Fundraising Manager – Content and Engagement, who can create inspirational content for new and existing supporters. You must be able to translate complex concepts into simple, actionable actions our supporters can take to empower them to change the world for children.

You're an enthusiastic and skilled manager – probably a content creator in your own right -- who is passionate about creating, testing and optimizing a world class, multi-channel supporter experience for UNICEF's donors. You should know your way around digital and speak fluent monthly giving.

You'll be responsible for ensuring that UNICEF National Committees and Country Offices have a sufficient number of quality core assets (images, stories, videos and more) to enable them to achieve their fundraising goals. You'll do this by working with a terrific core team in Geneva HQ, our Division of Communications at HQ in New York, and with Regional and Country Offices. If you're comfortable working in a fast-paced environment and feel ready for this exciting role, we'd like to talk to you.

Summary of key functions/accountabilities:

Lead on the development of content and engagement strategy:

- Provide content leadership in UNICEF's Supporter Engagement Strategy and lead the development of compelling and distinctive supporter-focused content for UNICEF. Ensure that this strategy is consistent with, and supportive of, the marketing strategy. This to cover online and offline, above the line and below the line activity.
- Work with the Private Sector Fundraising unit, regional teams (Relationship teams, Regional Support Centers) and country teams (National Committees and country offices) to develop strategies, implement work plans and optimize private sector donor engagement in lead income streams.
- Make recommendations on conceptual development of fundraising content for UNICEF's campaign priorities and lead the planning, sourcing and development of material of quality and relevance to fundraisers. And, since Pledge fundraising (recurring giving) is UNICEF's single largest income stream for private individuals, the planning and execution of leading edge engagement material is vital to maximizing this income stream and insuring the efficient use of millions of dollars of investments.
- Work together with the UNICEF Goodwill Ambassador, Global Integrated Campaign Leads and Brand Teams to develop engagement strategies that support fundraising priorities.

Provide cutting edge supporter engagement content:

- Ensure the consistent supply of quality materials to UNICEF's central fundraising hub for use in all online and offline media in alignment with UNICEF's standards for ethical communication as well as brand standards.

- Provide guidance and leadership in Direct Response Television (DRTV) and Engagement Response Fundraising. The role either directly or through agencies, films on location, write human interest stories, takes photographs and edit videos with a view to testing, analyzing and refreshing centrally produced videos on an on-going basis to continually quality control and validate the creative proposition, while improving the return on investment.
- Produce and procure content for use in all media, with a special focus on the needs in digital media.
- Ensure emergency preparedness plans are in place and provide leadership and coverage during sudden onset emergencies, ensuring the timely collection and distribution of images, stories, DRTV and appeals to maximize UNICEF's emergency response fundraising.
- Liaise with Division of Communication (DOC), National Committees, Country Offices and relevant partners to source and produce content of exceptional quality.
- Focus on new acquisition channels, the use of new technologies and upstream fundraising.

Manage the Engagement Team:

- Oversee all aspects of acquisition and retention content management and work plans, including the work of external consultants, marketing/fundraising agencies and editing companies. Overall Responsible for quality assurance and consistency of fundraising content.
- Lead the team in providing effective fundraising content, stories and images to National Committees and country offices, corporate partners and major donors, to build the loyalty and satisfaction of UNICEF donors.
- The Engagement team currently consists of three content specialists.

Identify opportunities to advance and increase donor engagement initiatives:

- Work within the calendar of communications to identify opportunities and drive the creation of donor acquisition and retention content to focal points in UNICEF National Committees and country offices.
- Promote and create an enabling environment for the dynamic sharing of all engagement related best practice from the UNICEF network, including regularly presenting at skill shares, the UNICEF Private Sector Forum and in Webinars.

Secures and edits content in Emergency situations:

- Work closely and swiftly in emergency situations with the PFP Emergency Team as well as other relevant internal stakeholders, National committees and Country offices to produce (directly, via agencies or partners), edit and bring to market fundraising relevant content in all channels within a very limited time frame.

Profile

Experience

- Minimum of eight years of professional work experience in creating actionable donor, supporter or customer content in a fast-paced charity or commercial environment.
- Demonstrated experience managing and motivating a team.
- Hands-on technical expertise in a multi-channel campaign environment that includes e-appeals, direct mail, DRTV, videos, human interest stories, online and social media.

- Professional work experience in creating engaging content for fundraising or marketing in a charity environment, commercial sector or advertising agency.

Education

- Advanced university degree in Marketing, Communications, the Humanities, Fundraising, Business Administrations, Social Sciences, International Relations or the equivalent.
- A first level university degree in combination with qualifying experience may be accepted in lieu of the advanced university degree.

Languages

- Proficiency in English. Working knowledge of languages spoken in countries where UNICEF has National Committees would be an asset.

The technical competencies required for this post are:

Core Values

- Commitment
- Diversity and inclusion
- Integrity

Core competencies:

- Communication (Level 3)
- Drive for Results (Level 3)

- Working with People (Level 3)

Functional Competencies:

- Applying technical expertise (Level 2)
- Creating and Innovating (Level 3)
- Entrepreneurial Thinking (Level 2)
- Planning and Organizing (Level 2)
- Relating and networking (Level 2)

To view our competency framework please click [here](#)

Additional Comments

This is a P4 post on the UN Salary scales. To find out more about what this means, please visit the UN site on Salaries and Post Adjustment: www.un.org/Depts/OHRM/salaries_allowances

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.

To apply for the post

Please send 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 **Zoe Oldham** at zoeoldham@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 Fundraising Manager Content Manager (P4)” in the email subject line. Also please let us know where you saw the post advertised.

The deadline for applications is Sunday 10th March 2019 18.00 GMT

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