

Job announcement

Fundraising Manager (P4) – Digital

Private Fundraising and Partnerships

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

Background

UNICEF is looking for an exceptional Global Digital Fundraising Manager to lead UNICEF on a digital transformation journey to grow revenues and make an impact on children's lives around the world. In this role, you will lead and inspire a global team of digital specialists, working with fundraising teams across more than 50 countries.

You will be a part of the Individual Giving team based in Geneva: a highly committed and performance-driven team responsible for overseeing a fundraising programme that delivers over one billion dollars of income every year.

UNICEF is at an exciting time as it expands its digital footprint, and we need a leader with a big vision and an even bigger drive for results. If you are up to the challenge, this role is an opportunity to take UNICEF's fundraising to the next level.

UNICEF is one of the most admired organizations globally, impacting the lives of children in almost every country of the world. Your work with UNICEF will enable this life-saving and critical work in the most direct way - by raising money that lets us help the most difficult to reach.

Come and join the UNICEF family and help us achieve our ambitious goals for digital transformation. Come and help save and nurture children's lives.

Purpose of Role

This role will provide strategic and tactical leadership to National Committees and country offices across all areas of digital fundraising and engagement, driving best practice with the ultimate aim of maximizing short- and long-term income for UNICEF from digital channels and platforms. The incumbent will be responsible for driving the growth and integration of digital fundraising and engagement in UNICEF and will provide vision and leadership for UNICEF in this fast-moving area.

Key business areas will be digital acquisition, retention and value maximization; pledge (monthly donors); one off cash giving; fundraising from individuals in emergencies; legacy marketing, support of global and market led digital campaigning, and through collaboration with corporate partners.

The incumbent will help accelerate the UNICEF network of markets and HQ on the creation of optimized portfolios, including paid digital media, social media, testing, and digital attribution

and integration with traditional channels are examples of key areas of focus for this post. UNICEF aims to become an industry leader in the use of digital technologies to both support and drive its fundraising and digital engagement. In addition, the incumbent should have a profound understanding of how to create monetized value throughout the supporter journey and be able to provide guidance on global initiatives for National Committees and country offices.

Summary of key functions/accountabilities:

Manage the digital team

- Lead and manage the digital team in Geneva (currently 6 people) and make sure we reach our overall fundraising goals as well as our digital channel goals.
- Ensure continuous development of the team and their skillset.

Strategy and Planning

- Lead, monitor and continuously develop the global digital strategy for UNICEF's fundraising and public engagement with supporters and donors.
- Ensure effective planning and strategic adjustments based on monitoring performance and the evolution of key performance indicators.
- Support the assessment, monitoring and evaluation of the performance of digital activities funded by Private Fundraising and Partnerships investment funds, and support markets and units with investment funds applications when digital is a core channel.

Specialists, Consultants and Agency management

- This role will be responsible for the management of a digital specialist's team, as well as consultants working in different regions around the world.
- It will also involve the management of recruitment of staff and consultants.
- The manager will also manage procurement processes to secure the access to the right digital tools and creative agencies to work either locally or globally.

Direct market support

- In close collaboration with Market Development and Regional Support Centres, provide strategic guidance and technical support to UNICEF National Committees and country offices on digital strategies and optimize digital programs. This includes the development of a set of digital activities to drive the growth of digital income in priority UNICEF fundraising markets.
- Identify suitable programs for investment from Private Fundraising and Partnerships.
- Advise on global investment allocation and support the development of investment applications, as well as the subsequent implementation and monitoring of these programs.
- Coordinate multi-market tests. Support countries to develop their business cases and investment applications. Monitor results and reporting, and test projected new markets fundraising tests centrally.

Driving best in class fundraising

- Lead UNICEF's work on digital attribution, dash boarding and benchmarking to ensure that the utilization of investment and reporting of results in digital fundraising is accurate and strategic.
- Closely monitor digital performance across markets to identify UNICEF's greatest opportunities for digital income growth to help guide the use of digital support to UNICEF offices.
- Lead in defining and testing new business opportunities driven by digital.

- Work closely together with other teams in UNICEF, especially the other specialists in Individual Giving, to make sure UNICEF's initiatives are integrated and derive maximum synergies across channels.

Knowledge management

- Strategically facilitate the sharing of best practice between digital fundraising and engagement practitioners in UNICEF, via workshops, webinars, and fundraising intranet and on an ad-hoc basis. Create & share global resources with a specific focus on Supporter Engagement, organic and paid digital media, including paid search and display advertising.

Maintain high levels of expertise

- Track the global developments in digital fundraising and engagement across the NGO sector, both inside and outside UNICEF, especially maintaining relationships with key contacts in the digital and fundraising industry.
- Ensure continuous local testing, collate learnings and apply to UNICEF programs to maximise results. Network with industry experts and keep track of competitor activities.
- Develop relationships with external experts and engage as relevant if workload becomes excessive or market specific strategic opportunities arise.
- Oversee the appointment of external consultants and service providers ensuring all due diligence is followed in selecting and managing external providers.

Support for emergency fundraising

- In addition to these duties, the incumbent will also provide support to markets in the event of a significant media-driven emergency.
- Furthermore, the incumbent will remain sensitive to risk in the programs that he/she is supporting and escalate as necessary.

Profile

Experience

- Minimum 8 years of digital marketing and fundraising experience, 4 of which at a senior level. Must have had agency experience managing paid digital media campaigns including the use of paid display, retargeting, search engine, mobile and email marketing. Must have led a digital program at either a commercial agency or have been the Director of Digital within a commercial or non-profit organization. Experience in attribution of marketing channels is an asset.
- Thinking digital first is a must, and experience and knowledge of integrated campaigns is an advantage.
- Knowledge of the UN system is an advantage.
- Preference will be given to candidates with international digital fundraising experience and those candidates who have worked on both agency and client side.

Education

- Advanced university degree in Social Sciences, Humanities, Business Administration or related field.
- A first level university degree in combination with qualifying experience may be accepted in lieu of the advanced university degree.

Languages

- Fluency in English is required
- Proficiency in another UN language an advantage.

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:

http://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 Digital (P4)*" in the email subject line. Also please let us know where you saw the post advertised.

The deadline for applications is Sunday April 26th, 2020 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