

Job Announcement



International Contractor **NATIONAL FIELD OPERATIONS MANAGER - India** **(IN-HOUSE – FULL TIME)**

Location:	New Delhi, India
Job no:	535618
Reporting to:	Individual Giving Manager in India
Programme Area:	Resource Mobilization and Partnership Section, Individual Fundraising – Face to Face
Annual salary:	Competitive salary to be determined based on experience - looking for the best candidate for the role, please specify monthly salary requirements in application.

Background/Rationale

The potential for face to face fundraising to address the needs of India’s children in the coming years is incredible. Rapid growth and expansion of the F2F channel through 2020 and beyond is essential to ensure India’s long-term program funding goals are realized. India is a priority market for UNICEF and unlocking the full potential of the F2F channel is key to realizing the growth of Individuals fundraising in the country.

Purpose of Assignment

The consultant will be responsible for overall management and planning of the in-house Face-to-Face (F2F) team operation and for the handling of daily field operations, acting as an interface between the UNICEF Individual Giving team and city heads located at different cities across the country (starting with Delhi, then operations to be added as agreed based on opportunities identified in each city). H/she will be primarily responsible to oversee the function of the in-house Face2Face team. All city managers will be reporting to him/her.

Major tasks to be accomplished:

1. Conduct research in the F2F market in India, observe F2F implementation by UNICEF contractors, conduct mystery shopping of F2F done by other agencies and other non-profits.
2. Develop key fundraising strategies and activities for F2F inhouse. Provide technical input on the organizational structure, targets, timelines, workplans, resources required and timelines for implementation.
3. Advise and support the recruitment, training and retention of the core staff for the in-house team and frontline fundraisers. Provide effective coaching and leadership to help the team fulfil target and maintain elevated levels of motivation.

4. As the F2F in house team begins implementation, monitor monthly and weekly performance of teams and individuals, identifying areas where improvement is needed. Provide recommendations and technical input on training, motivational aspects, site and channel management, materials used, incentive schemes, sign-up processes etc.
5. Conduct regular performance management and provide sales support wherever necessary. Brief and scrutinize reports and present on recruitment results, expenditure and budget utilization. Ensure the F2F fundraiser and donor database is accurate and provide timely insight into donor acquisition and donor care activities.
6. Analyse results of F2F inhouse operations, conduct evaluation workshops, prepares report on results, lessons learned and recommendations.

Deliverables and deadlines

Major Task	Deliverable	Specific delivery date/deadline for completion	Estimated travel required for completion of deliverable
Continually assess and review F2F activities within India (UNICEF agencies)	Assessment Report on performance of vendors, comments on strategies and areas of improvements.	Monthly reports	Travel to various cities like Bangalore, Hyderabad, Pune, Mumbai & Kolkata. Number of travel days –20 days per month for the first 5 months and 18 days per month for the remaining 6 months. (2 cities of 10 days in each city in the initial 5 months and thereafter 3 cities per month 6 days in each city)
Conduct mystery shopping of F2F done by other agencies	1. Report on outcomes of mystery shopping 2. Strategies adopted by other non-profits that can be replicated	After each visit	Travel to various cities like Bangalore, Hyderabad, Pune, Mumbai & Kolkata. Number of travel days –20 days per month for the first 5 months and 18 days per month for the remaining 6 months (2 cities of 10 days in each city in the initial 5 months and thereafter 3 cities per month 6 days in each city)
Develop key fundraising strategies and activities for F2F inhouse	Strategic implementation plan with targets, indicators, means of verification and time frames.	31 January 2021	No travel involved.
Support the recruitment, training and retention of the core staff for the in-house team and fundraisers.	1. Shortlist the probable in house team members to be interviewed. 2. Selection Matrix showing the performance of the selected candidate vis a vis other candidate.	Ongoing	No travel involved.
Training and retention of the core staff for the in-house team.	1. Training calendar 2. Training Module 3. Report on knowledge check of in house team members	Ongoing	No travel involved.

Monitor monthly and weekly performance of teams and individuals,	1. Weekly Performance Reports 2. Monthly reports [All reports to highlight areas of improvement]	Within 3 days of completion of the week. – Every week. Within 7 days of completion of the month – every month	Travel to various cities like Bangalore, Hyderabad, Pune, Mumbai & Kolkata. Number of travel days – 20 days per month.
Analyse results of F2F inhouse operations, conduct evaluation workshops, prepares report on year one results, lessons learned and recommendations	Annual Report	31 October 2021	
Manage the entire In-house F2F teams for UNICEF, India	<u>Manage Human Resources Contracts</u> (i.e. responsible for hiring of new Fundraisers, performance evaluation of teams and their retention, training & motivation.)	Monthly reports	No travel involved.
Plan and execute events at various strategic locations across cities for efficient fundraising	<u>Manage Event Management Agency</u> (i.e. plan events, schedule venues, support execution and decide of the most cost-effective ones.)	Monthly reports	Travel may be required to the cities, where events will be held to identify the most suitable venues.
Plan and initiative procurement action for all partners including payroll services, office space, support services and the production of the various collaterals that may be required by the In-house F2F team for effective fundraising.	<u>Design and Approval of collaterals, pitch cards, banners, standees, flyers, backdrops etc</u>	Need based	No travel involved.

Profile

Experience

- 2-3 years of experience of leading a Face to Face team.
- Managerial experience of managing minimum of 3-4 teams.
- Experience of leading a city or working at a national level.
- Experience of managing day to day operations in support of F2F teams
- Experience of working in more than one country.
- Needs to be an excellent team player.

Education

- Educational Qualification - High school and above

Languages

- Good knowledge of English is a must.

Others:

Please find in the attached UNICEF TOR document more information on Technical Evaluation Criteria, duration, travel involved and other relevant information.

To apply to the post:

Please go to UNICEF Careers website [in this link](#) and apply directly **Job no: 535618**

Your online application should contain three separate attachments and should be uploaded under the relevant sections as designated on the online application form:

1. Cover letter: it needs to highlight the most relevant experience
2. CV reflecting relevant experience and including three professional references
3. Financial Proposal in the template found in their website

All of the documents listed above are mandatory and in case any of the documents is missing then your application will be considered incomplete/invalid.

The deadline for applications is NOVEMBER 22nd, 2020