



**UNHCR**

United Nations High Commissioner for Refugees  
Haut Commissariat des Nations Unies pour les réfugiés

# Terms of Reference

## High Profile Supporter Relationship Officer

Private Sector Partnerships Service, Africa

Division of External Relations

<b>Project Title:</b>	<b>PSP Africa</b>
<b>Organisation:</b>	UNHCR
<b>Job Title:</b>	High Profile Supporter Relationship Officer
<b>Duty Station:</b>	Nairobi
<b>Duration:</b>	1 <sup>st</sup> February – 31 <sup>st</sup> December 2018
<b>Contract Type:</b>	UNOPS Contractor – IICA2
<b>Closing date:</b>	<b>3<sup>rd</sup> January 2018</b>

### Background Information:

Established in 1950, the Office of the United Nations High Commissioner for Refugees is mandated to lead and coordinate international action to protect refugees and resolve refugee problems worldwide. We are in more than 120 countries using our expertise to protect and care for over 65.3 million people who are displaced today.

Based within the Regional Support centre in Nairobi and managed by Private Sector Partnerships (PSP) in close collaboration with expert support from the Goodwill Ambassador (GWA) team. The role of High Profile Supporter Relationship Officer seeks to maximize the reach and impact of high profile supporters specifically for the LuQuLuQu campaign, in order to leverage the fundraising, communications and advocacy goals of UNHCR.

In consultation with the Division of External Relations, the Africa Bureau and reporting functionally and administratively to PSP Africa, noting the essential collaboration with the GWA Relations Officer based in London, this role will steward and manage celebrity supporters for the LuQuLuQu Campaign to amplify public engagement and fundraising;

Further, the role will project-manage specific celebrity support in the context of the LuQuLuQu campaign but where possible and in agreement from PI's and GWA team, will also include requests for World Refugee Day, #WithRefugees, the Nansen Refugee Award and other events as required;

This role will be limited to the management of the high profile supporters engaged with the LuQuLuQu campaign. Broader existing relationships outside the scope of PSP Africa will not be covered under this contract.

## Duties and Responsibilities

### Purpose and Scope of Assignment:

- Relationship management: coordinate the day to day activities of existing regional high profile supporters who are recruited specifically to support for the LuQuLuQu campaign, and in support of 3 key organizational objectives: advocacy, fundraising and awareness raising;
- To act as journey lead on specified field missions with celebrities for the LuQuLuQu campaign ensuring objectives are delivered (for example production of high quality social media, media and video);
- To deliver high profile support with a focus on the LuQuLuQu Campaign for specific fundraising and communications campaigns and partnerships, including corporate partnerships, emergency campaigns and digital initiatives;
- In consultation with PSP, Africa Bureau and GWA, to prospect and recruit new celebrity supporters for the LuQuLuQu campaign for UNHCR;
- To provide advice and support to staff acting as focal points to GWA and national High profile supporters, to provide opportunities for them to support the LuQuLuQu campaign in Africa (subject to their availability and other activities);
- To include the GWA team in reports on a regular basis, and to monitor and evaluate the impact of celebrity engagement for the LuQuLuQu campaign, to demonstrate the Return on Investment (ROI);

- To ensure that all celebrity activity and relationships for the LuQuLuQu campaign are managed within the broader UNHCR GWA Guidelines and protocols;
- To consult and seek advice from the GWA Team and to monitor and mitigate all risk;
- To protect UNHCR's reputation and to avoid conflicts of interest or competing outputs/requests;
- To manage all information and data related to the LuQuLuQu campaign's celebrity supporters in a professional and discrete manner, and in line with data protection law and UNHCR values.

## Impact indicators

- Produce reports, newsletters, etc. for donors as required.
- Prepare inputs for funding submissions, as appeals and reports.
- Finalize project proposals coming from implementing partners.
- Provide donor care.

## Essential Minimum Qualifications and Professional

### Education & Job Experience

- Minimum 5 years of experience in combination with a relevant Master degree or 8yrs of experience in combination with a bachelor degree (BA /BSc).
  - o Celebrity recruitment and management in a cause related environment
  - o Managing celebrity projects with multi-media components including broadcast, print, film, photographic and digital
  - o Project managing celebrity events
  - o Working with celebrity agents, publicist and managers within Africa to reach mutually agreed outcomes
- Experience of international development, including hosting VIPs on field missions

### Key Competencies

- Demonstrated ability to steward high profile relationships
- Demonstrated ability to deliver communications and fundraising goals via celebrity support
- Strong project management skills
- Innovation and creativity
- Strong communication skills
- Strong interpersonal skills

- Technological literacy and ability to apply celebrity support via digital engagement techniques
- Ability to establish and maintain effective working relationships with people in a multi-cultural, multi-ethnic environment with sensitivity and respect for diversity
- Knowledge of fundraising techniques
- Ability to develop and maintain effective work relationships with international team members

## Language

- o Required: fluency in written and spoken English and French.

## To Apply:

Interested applicants should submit their letter of motivation and Personal History Form (P11), including testimonials/degrees/certificates to [HQPSPHR@unhcr.org](mailto:HQPSPHR@unhcr.org) indicating “**High Profile Supporter Relationship Officer**” in the subject of the email.

P11 forms are available on: [www.unhcr.org/recruit/unhcr-phf.docm](http://www.unhcr.org/recruit/unhcr-phf.docm)

P11 Supplement form: [www.unhcr.org/recruit/unhcr-phf-sup.docm](http://www.unhcr.org/recruit/unhcr-phf-sup.docm)

**The deadline for applications is 3<sup>rd</sup> January 2018**

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