



## **TERMS OF REFERENCE (Individual Contractor Agreement)**

**Title:** Acquisition Associate  
**Project:** UNOPS Project# 83189  
**Duty station:** Sao Paulo, Brazil  
**Section/Unit:** PSP Brazil  
**Contract/Level:** Local - Support ICA, Level LICA 6  
**Duration:** 10/01/2019 through 31/12/2019  
**Supervisor:** Asst. Individual Giving Officer, (vacant)  
**Head of Unit :** Assc. Private Sector Partnerships Officer, Natasha Alexander

### **1. General Background**

(Brief description of the national, sector-specific or other relevant context in which the individual contractor will operate)

Established in December 1950, UNHCR is mandated to lead and coordinate international action to protect and assist refugees. In more than five decades, UNHCR has helped more than 50 million people restart their lives. Today, UNCHR staff in more than 130 countries continue to help and protect millions of refugees, returnees, internally displaced and stateless people.

In Brazil, UNHCR has maintained an office since 1982. In 2014, the Fundraising / Private Sector Partnerships (PSP) program came into inception in Brazil and is based in Sao Paulo. With seven full-time fundraisers, the PSP office is set to meet ambitious results in 2019.

As part of the expansion of operations in Brazil, PSP is hiring an Acquisition Associate. Reporting to the Asst. Individual Giving Officer, the Acquisition Associate will oversee the donor acquisition program, implementing, executing and analyzing fundraising campaigns through direct response channels such as television, digital channels, telemarketing, direct-mail, face-to-face, amongst others.

### **2. Purpose and Scope of Assignment**

(Concise and detailed description of activities, tasks and responsibilities to be undertaken, including expected travel, if applicable)

**Under the overall supervision of the Associate PSP Officer, the individual contractor will assist in the following:**

The Acquisition Associate is responsible for the overall management of the donor acquisition program: feeding into and implementing the donor acquisition strategy, elaborating and implementing campaigns, managing the program budget, timelines and vendors, ensuring program results are duly monitored and that targets are met.

Working with third party stakeholders, the Acquisition Associate will help ensure fundraising campaigns are launched on time and budget, as well as accurately tracked. Thus, analysis and reporting on all acquisition fundraising activities will be chief among the Associate's core responsibilities.

There is a possibility that the Acquisition Associate will be required to travel.

#### **1. Accountability** (key results that will be achieved)

- The quantity and quality of regular donors is increased resulting in higher PSP income.
- Cost-effective Acquisition programme is built and expanded.

#### **2. Responsibility** (processes and functions undertaken to achieve results)



The Acquisition Associate will be responsible **the overall management of the donor acquisition program**: feeding into and implementing the donor acquisition strategy, elaborating and implementing campaigns, managing the program budget, timelines and vendors, ensuring program results are duly monitored and that targets are met. This includes :

- **Digital fundraising** - Lead all digital fundraising activities for the acquisition of new donors (display advertising, retargeting, social media advertising, search engine marketing, affiliate marketing, and other forms of digital fundraising in addition to creation of landing pages)
- **Media buying** - Work with media buying agencies to promote campaigns. Provide a strong rationale behind all media decisions, consistently seeking opportunities to increase and utilise market knowledge, regularly optimize campaigns.
- **Email marketing** - Test and develop direct email marketing for acquisition purposes (elaboration and sending of email marketing, development of templates and elaboration of content for emails and newsletters)
- **Telemarketing and lead generation** - Scale up successful lead generation-conversion campaigns. Search and develop new opportunities for lead generation.
- **Direct Mail** – Manage the direct mail program for acquisition of new donors (With the support of third-party service providers, define segmentation strategy, manage list rental, oversee content production, manage direct mail sending with postal services, manage reporting, analysis and campaign optimization)
- **Television** – Manage the television fundraising program (With the support of third-party service providers, optimize creatives, manage digital and telemarketing response channels, analyse and optimize program, support media planning and media buying process).
- **Reporting** - Monitor and report regularly on KPIs. Elaborate qualitative and quantitative monthly, quarterly and yearly reports, providing recommendations for optimization
- **Vendor management** - Work closely with the support of agencies and third party service providers to implement and manage fundraising campaigns (elaborate campaign brief, deliver brief to agency, define reporting scheme with agency and regularly meet to review results and optimizations, elaborate and manage campaign timeline and campaign budget).
- **Content creation** - Support the elaboration of campaigns and production of fundraising assets
- **Campaign development** - Elaborate a clear annual donor acquisition plan, including donor acquisition campaigns, special appeals and emergency appeals. Coordinate with Communications and Donor Development programs.
- **Testing** - Develop test plans for each acquisition channel, lead tests aimed to improve return on investment, monitor test results
- **Optimization** - Ensure ongoing optimization of all acquisition channels based on an ongoing testing programme.
- **Innovate** - Explore new successful acquisition opportunities. Monitor best practices and benchmark the locally and internationally to provide recommendations.
- **Data management** - Ensure all information regarding donor acquisition is accurate and updated so as to provide Assistant PSP Officer (Individual Giving) with tactical and proactive Management Information, Key Performance Indicators (KPI) and financial reporting to support the effective management of the business and drive performance, supply explanations for variances to actual results and take appropriate action as necessary.
- Other acquisition activities and needed.

**3. Authority** (decisions made in executing responsibilities and to achieve results)

- Alert all PSP Brazil and third party focal points when deadlines for acquisition activities are approaching
- Monitor and assess the acquisition program's performances and results.
- Provide research and benchmark on the latest fundraising trends
- Keeps abreast of privacy legislation, pertaining to Brazil's anti-spam and data protection laws.
- Work and liaise closely with local and international service providers and vendors.

**3. Monitoring and Progress Controls**

(Clear description of measurable outputs, milestones, key performance indicators and/or reporting requirements which will enable performance monitoring)



- Meets PSP Brazil's donor acquisition objectives as set out in the Annual Plan
- Contributes to the overall annual income target, as established in the annual plan and budget.

#### 4. Qualifications and Experience

(List the required education, work experience, expertise and competencies of the individual contractor. The listed education and experience should correspond with the level at which the contract is offered.)

##### a. Education (Level and area of required and/or preferred education)

- A degree or diploma in marketing, communication, advertising, business administration or a similar program.

##### b. Work Experience

(List number of years and area of required work experience. Clearly distinguish between required experience and experience which could be an asset.)

- A minimum of (3) three years work experience in fundraising, advertising, marketing or similar field
- Strong background in running online campaigns for the purposes of customer acquisition.

##### c. Key Competencies

(Technical knowledge, skills, managerial competencies or other personal competencies relevant to the performance of the assignment. Clearly distinguish between required and desired competencies)

###### Required

- A strong knowledge of fundraising and/or marketing, including acquisition of donors / customers
- Strong digital marketing skills, experience working with digital agencies and managing online acquisition campaigns
- A vast knowledge and understanding of fundraising / marketing metrics and data analysis
- Experience managing vendors and third party service providers
- Strong analytical, written and verbal skills in fundraising
- Experience producing performance reports for senior stakeholders
- Ability to work in a fast-paced environment and under pressure
- Professional maturity to own responsibility for the management of the program
- Strong critical thinking and problem-solving skills
- Strong project management, planning and organizational skills
- Ability to work autonomously
- Fluent in written and spoken English and Portuguese

###### Desired

- Experience with other direct response channels is an asset (television, face-to-face / direct dialogue, direct mail, telemarketing)
- Professional experience within the non-for-profit sector, UN agencies or international institutions is an asset
- Experience with database management and content-management-systems (CMS) are an asset (e.g. Salesforce)

#### 5. Remuneration

A competitive compensation and benefits package is offered. For information on UN salaries, allowances and benefits, please visit the portal of the International Civil Service Commission at: <http://icsc.un.org>

#### 6. Submission of Applications

If you wish to be considered for this vacancy, please submit your **letter of motivation in English and signed Personal History Form in English by e-mail clearly stating the position title, vacancy notice number and your Last Name in the subject line to**



**[brabrhr@unhcr.org](mailto:brabrhr@unhcr.org) by the closing date (11 February 2019).** The Personal History Form and its supplementary sheet are available on <https://www.acnur.org/portugues/trabalhe-no-acnur/> . No late applications will be accepted. Only shortlisted candidates will be contacted. Shortlisted candidates may be required to sit for a written test and/or oral interview.

UNHCR seeks to ensure that male and female employees are given equal career opportunities. UNHCR is committed to achieving workforce diversity in terms of gender, nationality and culture. All applications will be treated with the strictest confidentiality