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TERMS OF REFERENCE
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Title:	Database Associate
Duty station:	Sao Paulo, Brazil
Section/Unit:	Private Sector Partnerships (fundraising)
Contract/Level:	Local - Support Level LICAXX / GS6
Tentative start date:	July 1, 2019
Est. monthly salary:	R$ 10,000 - R$12,000 NET (according to experience)
Supervisor:	Asst. PSP Officer (IG), Brazil

1. General Background

The United Nations Refugee Agency (UNHCR) is the world's leading not-for-profit organization in helping and protecting the millions of people forced to flee their homes because of violence, conflict and persecution. We deliver life-saving assistance, including shelter, food and water while also safeguarding fundamental human rights, safety and dignity.

Our Brazil office is part of a global network that works in 130 countries, protecting over 60 million people. We were founded in 1950 as part of the United Nations effort to help people displaced by World War II. Since then we've been on the ground helping over 50 million people forced to leave their homes, and have even received two Nobel Prizes for our work.

We're passionate about the people we help—and the amazing team of people who work for us. We thrive on excellence, integrity and respect for diversity. Our culture is dynamic, results-oriented and focused on change, ready to tackle the latest global humanitarian crisis. You'll be part of a newly growing team that—due to a significant revitalization process—is set for transformational growth. We need someone who's not only ready to jump in at the start of this journey, but has the skills, energy and creativity to help shape what comes next.

This post is part of the Private Sector Partnerships (PSP) fundraising team at UNHCR Brazil.

2. Purpose and Scope of Assignment

The Database Associate will be an integral part of the fundraising team and will perform data pulls, develop reports, complete data analysis and strategize with team to help develop the overall fundraising program. Specific areas of responsibility include:

- **Systems review**
    - Conduct systems review. Evaluate current systems setup and recommend optimal systems setup for the operation (i.e. payment gateway, database, income processing platform, integration with fundraising platforms, CMS, CRM, email automation platform, BI and reporting tools, etc)
    - Manage the implementation of systems review, including management of system developments, integrations and migrations
    - Keep abreast of market best practices and optimize systems accordingly wherever relevant
- **Database Marketing**
    - Manage the weekly import and export of data files for all direct marketing programs including pull data files for ongoing direct mail, telemarketing and email campaigns.
    - In conjunction with fundraising team, work with 3rd party service providers and HQ support teams to maintain all backend systems, including Salesforce database and other platforms
    - Develop and document protocols and procedures; create best practices and improvements for the database.
    - Provide strategic recommendations for database segmentation in direct marketing channels.

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- o   Manage donor record updates, data clean-up, and data integrity.
- o   Generate global action updates for donor records.
- o   Actively participate in strategy meetings to support UNHCR's fundraising activity.
- o   Keep abreast of changes in data protection regulations, work with the fundraising team to define and implement optimizations needed on the level of backend and front end

- **Management**
  - o   Support in the procurement and selection of vendors
  - o   Manage internal and external team and vendors (e.g. consultants, developers, 3rd party service providers)
  - o   Liaise with HQ Database and Support teams as needed and ensure coordination
  - o   Act as project manager, coordinator and focal point for the PSP unit´s backend activities

- **Reporting & Administration**
  - o   Design and generate a report that measures performance and attrition of each donor segment and fundraising channel
  - o   Design and manage results dashboard for the fundraising program
  - o   Generate queries and reports as needed from Salesforce database and other platforms, especially as related to campaign performance, and report back to the team on results.
  - o   Support team with the management of data requests and data pulls for the quarterly report cycle and budgeting process.
  - o   Assist with weekly revenue tracking and monthly earmarking reports.
  - o   Provide backend training to new staff where needed.
  - o   Other tasks as needed.

3. Monitoring and Progress Controls
- Support the development of all fundraising activities
- Ensure accuracy in all data related analysis and reporting.
- Provide requested data report, analysis and/or data file in a timely manner and in accordance to set timelines of the appeal/campaign.
- Provide meaningful data insights based on analysis on fundraising appeals and campaigns.
- Provide bi-weekly status report to direct manager.

4. Qualifications and Experience

a. Education
- Bachelor's degree in a related field such as Information Technology or Business from an accredited college or university or equivalent experience in data services.

b. Work Experience
- 2-6 years' experience with data management and analysis
- At least 2 years' experience with Salesforce (or similar databases).
- Working knowledge of report development
- Desired – Programming / development skills
- Desired – Work experience at a non-profit organization

c. Key Competencies
- Ability to work independently as well as part of a team.
- Strong organizational skills and ability to prioritize tasks.
- Proficiency with Microsoft Office suite, including MS Word, Excel and Powerpoint
- Excellent problem-solving skills.

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- Ability to work confidently under pressure to deadlines.
- Strong customer service approach
- Maintains a positive attitude – is outgoing and cheerful with donor interactions.
- Ability to work with confidential information with discretion.
- Desired – Working knowledge of English language (oral and written)