



## EXTERNAL VACANCY ANNOUNCEMENT

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<b>Position:</b>	<b>DONOR DEVELOPMENT ASSOCIATE</b>
<b>Section/Unit:</b>	<b>Private Sector Partnerships (PSP)</b>
<b>Type of Contract/Category:</b>	<b>UNOPS ICA / Level 6</b>
<b>Duty Station:</b>	<b>São Paulo, BRAZIL</b>
<b>Start Date:</b>	<b>02 September 2019</b>
<b>Est. Monthly Base Salary:</b>	<b>From ≈ BRL 10,309.75 to ≈ BRL 12,156.83</b>

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### 1. GENERAL BACKGROUND

The United Nations Refugee Agency (UNHCR) is the world's leading 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 Brazilian office is part of a global network that works in 126 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 received two Nobel Prizes for our work.

The Private Sector Partnerships (PSP) team at UNHCR Brazil is fairly new and projecting significant income growth in the next five years. We are now seeking a Donor Development Associate to join a dynamic and growing team to support this growth.

### 2. PURPOSE AND SCOPE OF ASSIGNMENT

Reporting to the Assistant Individual Giving PSP Officer and working in tandem with the Acquisition Associate to compose the Individual Giving Fundraising team, the Donor Development Associate will be responsible for managing, cultivating and stewarding existing donors in the database, with a goal to increasing income and improving retention and donor loyalty. In detail the Assistant will:

- Support the Individual Giving PSP Officer in the creation of annual plans for the donor development programme (i.e. forecasts of costs and expenses, income projections, donor figures)
- Work with direct marketing agency to develop contact strategy and donor journey for different segments of the database using a variety of channels including telemarketing, digital and mail
- Develop and implement a welcome program for newly recruited monthly donors and one-time donors
- Develop and implement strategies to upgrade donations and secure additional donations from existing monthly donors
- Create and implement donor communications plans for existing monthly donors to ensure retention
- Implement donor development communications plan and fundraising activities for one-time donors to convert to monthly or secure a second one-time gift
- Design, implement and oversee the donor care program. This includes sending donor thank-you letters, donor receipts, newsletters and addressing any donor complaints and inquiries in a timely manner
- Work with telemarketers and agencies to implement a variety of telemarketing campaigns for donor retention and fundraising activities (welcome calls, conversion calls, reactivation calls, upgrade calls)
- Work closely with Acquisition Fundraising Associate and referring vendors to enhance donor quality and retention of donors acquired through the various acquisition channels and ensure that the communications are integrated to achieving overall PSP objectives
- Ensure donor information is uploaded and updated accurately through the fundraising CRM software
- Monitor and analyze key performance indicators for the donor development programme with the goal

- to improving the life time value of donors
- Identify best practices or industry practices to assess the implementation in the Brazilian market
- Perform other duties as required

### **3. MONITORING AND PROGRESS CONTROLS**

- All defined key performance indicators for the donor development programme are measured and reported accurately to Individual Giving PSP Officer and other Senior staff
- Alongside the Individual Giving PSP Officer, ensures that donor development income and expense is delivered as per the annual plan
- Timely implementation of donor development activities which results in all communications reaching donors on time and as defined in the annual plan

### **4. ESSENTIAL MINIMUM QUALIFICATIONS AND PROFESSIONAL EXPERIENCE REQUIRED:**

- **Education:**
  - Completion of Bachelor's degree, is desirable in marketing, business administration, communication, social science or a related field.
- **Work Experience:**
  - A minimum of three years of working experience in customer services, loyalty areas, communications or donor care support.
  - Experience in private sector fundraising to individuals in Brazilian market will be a plus.
  - Experience in managing agencies / vendor will be a plus.
  - Experience in project management will be a plus.
  - Proven experience of managing donor or customer records within a customer relationship database.
  - Knowledge of MS office especially MS Word, MS Excel

### **5. KEY COMPETENCIES**

- Knowledge and/or experience in marketing, customer service, logistic workflow or customer relationship marketing.
- Attention to details, high accuracy and result oriented
- Excellent communication skills and strong interpersonal skills as a team player
- Ability to maintain strict confidentiality of donor information
- Able to work independently and under pressure
- Proficiency in written and spoken English and Portuguese
- Customer service oriented
- Capacity to analyze data
- Data-driven
- Creatively seeks solutions
- Interest in the humanitarian activities or international organizations

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**All applications must be submitted in English. Application package include signed PHF and motivation letter.**

**Complete application package must be sent to [brabrhr@unhcr.org](mailto:brabrhr@unhcr.org) by 28 July 2019, with the subject line "DONOR DEVELOPMENT ASSOCIATE - PSP".**

**Applications that do not meet the above specifications will be automatically disqualified.**

**Kindly note that UNHCR-Brazil does not issue receipt of applications - only shortlisted candidates will be contacted for the next phases of the selection process.**