



# UNHCR

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

## Terms of Reference

### Associate PSP Officer

### Marketing and Emergencies Section

UNHCR, the UN Refugee Agency, is offering an Associate PSP Officer position (UNOPS – IICA 1) within the *Marketing and Emergencies Section* in our *Copenhagen Headquarters in Denmark*.

UNHCR is a global organisation dedicated to saving lives, protecting rights and building a better future for refugees, forcibly displaced communities and stateless people. Every year, millions of men, women and children are forced to flee their homes to escape conflict and persecution. We work in 134 countries, using our expertise to protect and care for millions.

**Title:** Associate PSP Officer

**Duty Station:** Copenhagen, Denmark

**Duration:** 26 August 2019 (TBC) – 31 December 2019

**Contract Type:** International – Specialist ICA 1 (UNOPS)

**Closing date:** 4 August 2019

**Start date:** 26 August 2019 (or early September)

### Organisational context

The United Nations High Commissioner for Refugees (UNHCR) is mandated to lead and coordinate international action to protect and assist refugees and other persons of concern.

The Private Sector Partnerships Service (PSP) sits within UNHCR's Division of External Relations (DER) and is responsible for mobilizing resources from the private sector for refugees.

The Marketing and Emergencies section is a newly created section within PSP that focuses on donor communication, campaigns and emergencies to drive growth. This section plays an important role in meeting UNHCR's fundraising goals and in making the emotional connection between the public and the UNHCR brand to increase engagement.

Based in Copenhagen, the Marketing Unit is responsible for developing and coordinating global fundraising campaigns, promoting UNHCR brand awareness, producing donor-driven content for the PSP network worldwide, fundraising and engagement campaigns and strategic communication for PPH partnerships. The content team specifically is responsible for producing donor-focused multimedia content to engage existing and potential private sector donors, to support the PSP network with the acquisition, retention and development of both individual and other donors (corporations, foundations and private philanthropists).

## The position

The post holder will join the content team in delivering compelling and relevant donor-focused content to support UNHCR PSP teams and national partners in engaging and raising funds from private sector audiences.

The selected candidate will work in close collaboration with other members of the Marketing and Emergencies section and will liaise frequently with internal and external stakeholders.

As a member of the PSP team, the Associate PSP Officer will be responsible for helping to progressively increase income to UNHCR from the private sector through the development of stronger fundraising communications for both Individual Giving (IG) and Private Partnerships and Philanthropy (PPH) audiences.

## Duties and responsibilities

The post holder will help to deliver strong, engaging and on-brand fundraising communication content to relevant stakeholders, to better engage donor and supporter audiences (IG and PPH). Specific duties and responsibilities will include:

- Preparing content for donor appeals and global fundraising campaigns, including for digital use;
- Researching, writing and producing human interest stories, key messages for donors and other material for regular PSP thematic content packages and donor updates;
- Producing PPH content and assets, including impact stories;
- Ensuring the effective uploading and archiving of content on the Refugees Media library;
- Planning and/or taking part in content gathering missions to the field as needed, including coordinating all logistics and external participants such as commissioned photographers;
- Supporting the recruitment of consultants/external support staff as required;
- Editing and proofreading of various assets;

- Updating the Marketing and Emergencies Trello calendar, to enhance information-sharing and coordination across different content gathering teams;
- Coordinating, with the Fundraising Communication Officer, the sharing of content assets, campaign news and other updates with the PSP network via email, SharePoint or Facebook;
- Answering PSP network queries, as needed.

## Essential minimum qualifications and professional experience required

The ideal candidate will have the qualifications and experience below:

### Education

- A university degree (BA) in business/marketing, media/communication, social sciences or a related field.

### Work Experience

- Minimum 3 years (2 years with advanced university degree) of previous experience in communication at the professional level gained in an international context in one of the following settings: a not-for-profit organisation, global media outlet or a marketing/fundraising consultancy firm;
- Previous experience as a Public Information Officer or similar communications role would be helpful (especially UNHCR experience);
- Experience in planning and participating in field missions, including coordinating mission logistics;
- Experience in developing fundraising communication material for donors;
- Experience in managing projects and liaising with multiple stakeholders;
- Proven experience in content management and curation.

### Key Competencies

Required:

- Advanced writing and editing skills in English;
- Excellent research skills;

- Proven track record of writing and adapting content for different audiences and channels, including digital;
- Excellent organizational skills;
- Excellent interpersonal skills;
- Sound understanding of social media landscape;
- Proven track record developing effective social media copy and/or assets.

Desired:

- Understanding of fundraising, including campaigns, cause-related marketing and corporate fundraising;
- Computer literacy with a good knowledge of computer applications;
- Knowledge of InDesign, Photoshop or email marketing software desirable;
- Knowledge of a second UN language (Arabic/Chinese/French/Russian/Spanish).

## Location

The successful candidate will be based with the team in UN City in Copenhagen, Denmark.

## Conditions

This position is initially up to the end of the year with possibility of extension. It is a full-time role starting from 8.30am to 5pm Monday to Friday (40 hours per week).

Applicants to this vacancy should meet the following eligibility criteria: personnel under an internationally issued UNOPS Individual Contractor Agreement (ICA) perform specialist, expert or advisory functions outside their home country or place of residence. Consequently, those holding any national or local contract with the UN (e.g. GS/LICA/local contractor/local consultant etc.), are not eligible to apply to this international vacancy announcement in the same country they were hired, irrespective of their nationality.

## To apply

Interested applicants should submit the United Nations Personal History Form (PHF) including testimonials/degrees/certificates to [hqpsphr@unhcr.org](mailto:hqpsphr@unhcr.org) indicating “**Associate PSP Officer**” in the subject of the email.

Personal History Forms are available at [PHF Form](#) / [Supplementary Sheet](#).

**Closing date for the receipt of applications: 4th August 2019 Midnight (Copenhagen time)**

**Vacancy Notice issued: 19 July 2019**

*The UNHCR workforce consists of many diverse nationalities, cultures, languages and opinions. UNHCR seeks to sustain and strengthen this diversity to ensure equal opportunities as well as an inclusive working environment for its entire workforce. Applications are encouraged from all qualified candidates without distinction on grounds of race, colour, sex, national origin, age, religion, disability, sexual orientation and gender identity.*