



UNHCR

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

Terms of Reference

Digital Fundraising Associate (IG), LICA 6 (UNOPS)

Private Sector Partnerships Service (PSP), UNHCR Copenhagen, Denmark

UNHCR, the UN Refugee Agency, is offering a contract within the Private Sector Partnerships Services in our Office in Copenhagen, Denmark.

UNHCR is a global organization mandated by the UN General Assembly to save lives, protect rights and build 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. UNHCR teams operate in the field in more than 138 countries, using our expertise to protect, assist and identify durable solutions for the millions in need of our help.

Title: Digital Fundraising Associate (IG)

Duty Station: Copenhagen, Denmark

Contract Type: Local Support, LICA-6

Duration: Yearly contract (with possibility of extension)

Application start date: 20 December 2019

Application closing date: 26 January 2020 (extended deadline)

Organizational context

UNHCR has relocated several key functions from our Headquarters in Geneva to UN City in Copenhagen, including UNHCR's Private Sector Partnership Service (PSP) supporting UNHCR's fast growing collaboration with the private sector in all corners of the world. This is a high priority area, and as the world is facing a historic refugee crisis the support and engagement of the private sector is more critical than ever before.

UNHCR continues to scale up its engagement with the Danish private sector through strengthened partnerships that may involve financial or in-kind support, technical collaboration, innovation and transfer of knowledge, employee and/or customer engagement and joint advocacy and campaigns.

The Digital Fundraising Associate position is part of the PSP Denmark team, the role is mainly supporting the individual giving fundraising in the Danish market and offers an opportunity to also work in close collaboration with colleagues from regional and global PSP teams.

The position

We are seeking a skilled and proactive individual who will assist the Associate Digital Communications and Fundraising Officer in creating effective digital fundraising strategies, innovative social media campaigns and cultivating and stewarding donors through compelling email communication programs to create an environment conducive to donor engagement and philanthropic generosity in support of UNHCR, the UN Refugee Agency.

The ideal candidate will be a talented, driven digital marketer, with equal footing in data and communication, experienced in driving successful digital campaigns, comfortable with technology and content development, who blends digital communication expertise with an analytical mind.

The Digital Fundraising Associate will have a unique chance to work in an international environment in the UN City, which hosts 11 UN organizations with 1,500 staff members representing more than 100 nationalities.

Duties and responsibilities

Under the supervision of the Associate Digital Communications and Fundraising Officer, the Digital Fundraising Associate (IG) will have the following responsibilities:

- Assist in developing and implementing the digital fundraising strategy to achieve UNHCR's objectives for brand position, digital acquisition, donor care and engagement;
- Contribute to the development of UNHCR's digital presence in Denmark and manage our activities on Facebook, Instagram, YouTube, LinkedIn and our main website, including compelling content production – and if possible image and video editing;
- Analyze and provide user journeys, mobile and social media campaign insights to optimize engagement and conversion performance and boost ROI;
- Improve our relations with existing donors, including planning and deployment of newsletters and automated donor life cycle email programs; you will use data to understand our donors' behaviors and giving capacity, and develop strategies to prevent churn and encourage upgrading at key points in their lifecycle;

- Create and deploy e-appeals to UNHCR donors and subscribers in conjunction with other direct response fundraising activities;
- Assist in developing and implementing fundraising and public engagement campaigns;
- Contribute to further expansion of UNHCR's private sector engagement in Denmark through new digital channels, events and engagement campaigns incl. in collaboration with Danish celebrities and influencers;
- Help determine promotional tactic to increase web traffic and engagement that meet the programs' objectives and conversions; including SEM and Search activities;
- Create and maintain online donation landing pages and their contents, including A/B split testing and other optimization measures;
- Stay current on evolving technology trends and make recommendations on best practices for content, social media, social fundraising, and mobile marketing;
- Assist in donor care activities and secure a timely response to donor inquiries;
- Assist in budget and annual planning, monthly income recording as well as overseeing daily fundraising
- Coordinate procurement processes and various administrative tasks.

Essential minimum qualifications and professional experience required

The ideal candidate will be required to have:

- Secondary Education and advanced training / certificate in Marketing, new media, e-commerce or similar/related field;
- Minimum 6 years of experience in relevant field, preferably private sector partnerships/fundraising related in a not-for-profit or international organization;
- Excellent communication skills including strong copywriting, editing and copy evaluation skills in order to help draft acquisition, donor retention and engagement communications;
- Ability to identify relevant content for the development of engaging prospect and donor communications;
- Demonstrated knowledge and use of digital, social media & emerging online channels;
- Proven experience in running digital campaigns for income generation as well as life cycle email marketing;
- Experience in digital content management and email marketing systems such as Selligent, Sales Force Marketing Cloud, MailChimp (or others);

- Strong analytical skills within digital marketing and knowledge of key digital measurement metrics;
- Knowledge of Google Analytics and excellent Microsoft Office skills, including Word, Excel and Outlook. Photoshop, video editing skills an asset;
- Attention to details, high accuracy and result oriented;
- An excellent team player;
- Fluency in English and Danish.

Additional relevant qualifications:

- Solid understanding of the role of the private sector in the humanitarian sphere;
- Knowledge about international humanitarian work and strong interest in the refugee cause;
- Experience with working in an international, multicultural environment.

Location

The successful candidate will be based in the Danish UNHCR's office, UN City in Copenhagen, Denmark.

Conditions

The position is associated with a yearly contract, valid until end of the year, with possibility of renewal. It is a full-time role with a schedule from Monday to Friday (40 hours per week).

The salary is in line with the local UN GS Salary scale.

To apply

Interested applicants should submit their letter of motivation, duly updated (with all work experience) and signed Personal History Form (P11), and CV to dencocmuhr@unhcr.org indicating "*Digital Fundraising Associate Denmark*" in the subject of the email. New/accepted Personal History Forms are available at [PHF Form](#) / [Supplementary Sheet](#).

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.