



**UNHCR**

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

**United Nations High Commissioner for Refugees (UNHCR)  
Manila, Philippines**

**VACANCY NOTICE 04/2020  
PRIVATE SECTOR PARTNERSHIPS  
Internal/External**

<b>Position Title:</b> PSP Associate (Donor Development and Retention)	<b>Project:</b> PSP Philippines
<b>Contractual Level:</b> Local - Support ICA, Level 6 (UNOPS)	<b>Duty Station:</b> Manila, Philippines
<b>Report To:</b> Assistant PSP Officer	<b>Date Issued:</b> 26 June 2020
<b>Contract Duration:</b> 1 August 2020 to 31 December 2020	<b>Closing Date:</b> 10 July 2020

## 1. General Background

The Private Sector Partnerships (PSP) Associate supports the Assistant PSP Officer in the implementation of an effective, sustainable and cost-efficient donor care and cultivation strategy to sustain and grow support from UNHCR Philippines' donor base; and deepen their engagement with UNHCR.

The position performs a broad range of specialised duties primarily leading the implementation coordination, and creation of meaningful touchpoints via online and offline platforms for UNHCR Philippines' existing donor base to the end of generating long-term giving value.

The incumbent will be supervised by the Asst PSP Officer. S/He will have frequent contact and direct coordination with the PSP Unit's service providers, UNHCR Philippines financial and non-financial supporters, as well as with operational staff in the field office.

## 2. Purpose and Scope of Assignment

- Contribute to the development and execution of the private sector fundraising strategy for UNHCR in Philippines with a focus on supporter development and loyalty
- Ensure that PSP donor retention income targets are achieved in a cost-effective manner
- Conduct tests in donor development programme to ensure a sustained pipeline of support to UNHCR's persons of concern
- Develop appropriate Middle Donor programme for UNHCR Philippines
- Plot the supporter journeys for donor retention to minimise attrition; and for donor development to upgrade the engagement of the donor base through special and emergency appeals
- Write content and supervise the design and production of donor care materials
- Supervise the call centre activities including upgrade, reactivation and strategic testing of all techniques
- Monitor and analyse key performance indicators for donor retention to improve lifetime value of donors. Analyse reports and propose recommendations to improve the programme performance
- Provide the necessary assistance to help ensure key performance indicators (including both short term and long-term retention rate) are achieved for the retention

programmes and ensure the provision of quality and timely reporting of results to the PSP Team

- Support in the planning for the project of database and customer relationship marketing system
- Keep abreast on the implementation of database migration and management project by working with global Salesforce team and third-party service provider
- Monitor and report on progress against the work plan, expenditure, budget and targets
- Keep abreast of developments on UNHCR's work both in the country and worldwide and communicate all relevant information to the existing supporter base
- Provide support in organizing periodic briefing, training and management of contractors to develop and implement donor retention plans
- Oversee the PSP supplier arrangements and contracts for donor management and donor communications
- Cooperate closely with the acquisition programme units and other departments in UNHCR Philippines to enhance the donor quality and retention.
- Support PSP Assistant to implement donor retention and development plan
- Performs other responsibilities/functions deemed necessary or as delegated by the Assistant PSP Officer in order to meet the level of the services in the organization

### **3. Monitoring and Progress Controls**

- Increased lifetime value of donors in all channels
- The quality of donor retention materials, reduced attrition rate and positive feedback from donors
- Improved performance of the call centres
- Successful test with results that can be used for rolling out activities
- Smooth transition of database migration and successful roll out of new CRM system
- Positive feedback from other departments in UNHCR and suppliers on personal professionalism and efficiency
- Feedback from Customer Service staff on the knowledge gained from training

### **4. Qualifications and Experience**

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

University degree in marketing, communication, social sciences or other related discipline  
Proficient in written and oral English

#### **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.

- Minimum of 2 years with 1-2 years of relevant job experience preferably in a similar position in an international NGO or the UN preferable
- Experience working in donor retention / development programmes
- Experience in supervising and working in a call centre or customer service
- Experience in database management and setting up a CRM system would be an asset
- Ability to analyse performance report an advantage
- Experience in providing training and motivation is preferred
- Affinity with new media, MS Office, and InDesign applications
- Proven ability to write communication materials in English and Filipino
- Proven ability to deal with multiple tasks in a courteous and service-oriented manner in a demanding working condition that often has short deadlines

### c. Key Competencies

- Excellent communication and writing skills
- Well-organized to manage several stakeholders and ensure to deliver according to deadlines
- Excellent interpersonal and relationship building skills
- Proven ability to deal with multiple tasks in a courteous and service-oriented manner in a demanding working condition
- Good analytical skills, including the use of Excel, and an ability to interpret complex marketing data
- Mature, polite and a team player are essential traits
- Demonstrated knowledge the NGO sector and private sector fundraising
- Ability to work and deliver under tight deadlines
- Excellent knowledge of English written, oral, comprehension
- Good presentation skills
- Ability to interface effectively and professionally with key UNHCR staff and donors

#### **APPLICATION INVITED FOR FILIPINO NATIONALS ONLY.**

Please email your Motivation Letter, Curriculum Vitae and P.11 with subject: “**Application- VN-04/2020- PSP Associate (Donor Development and Retention)**” to: [PHIMAVAC@unhcr.org](mailto:PHIMAVAC@unhcr.org)

Only applicants meeting minimum requirements will be short-listed for written test & interviews. Applications will not be acknowledged. Only the successful candidate will be notified of the outcome of the selection process.

P.11 form can be downloaded from the following links: **P-11:** [http://www.unhcr.org/ph/wp-content/uploads/sites/28/2017/11/UNHCR\\_Personal\\_History\\_Form\\_October-2017.docm](http://www.unhcr.org/ph/wp-content/uploads/sites/28/2017/11/UNHCR_Personal_History_Form_October-2017.docm)  
**SUPPLEMENTARY FORM:** [http://www.unhcr.org/ph/wp-content/uploads/sites/28/2017/11/UNHCR\\_PHF\\_Supplementary\\_October-2017.docm](http://www.unhcr.org/ph/wp-content/uploads/sites/28/2017/11/UNHCR_PHF_Supplementary_October-2017.docm)