

Private Sector Partnerships Officer (Individual Giving) – Profile

Various Locations

Grade: Junior (P2), Mid (P3) and Senior (P4) Level Positions

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. It is constantly seeking talented, compassionate candidates with high-integrity to strengthen its capacity to respond urgently to crises with the right skills. Given the nature of UNHCR's work, it is essential that its workforce has the right mix of skills and qualities to fulfil its mandate. In this regard, Division of External Relations at UNHCR is looking for talented individuals to compliment the team.

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. UNHCR have developed a \$1 Billion Private Sector Fundraising Strategy for 2018-2025. This strategy focuses on both Individual Giving and Leadership Giving and identifies priority fundraising markets and regions.

Individual Giving (IG) is targeted at the general public to secure the support of individuals through regular, unrestricted donations, cash appeals and legacies. The aim is to generate both monthly and one-time donations from individuals using various channels and methods including direct mail, face-to-face fundraising, telemarketing, internet based fundraising, DRTV and emergency fundraising, with focus on strong donor loyalty and lifetime value.

The purpose is to maximize the donor base from the individual giving (IG) for UNHCR, those with the ability to provide donation of \$1 to \$10,000 per year to UNHCR.

Typical functions may include:

- Contribute to the development of fundraising strategies and products for diverse fundraising activities that serve to recruit and retain loyal individual donors, moving them through a donor journey that builds a lasting connection with UNHCR in order to maximize lifetime value and return on investment.
- Identify and develop new opportunities for Individual Giving, in both donor acquisition and donor development.
- Increase both monthly and one-time donations from individuals using various online and offline channels including direct mail, face-to-face fundraising, telemarketing, internet-based fundraising, direct response television, lead generation and emergency fundraising.
- Develop strong middle level donor and monthly giving programs.
- Increase donor understanding through research and analysis creating segmentation strategies for "one too many" marketing activities.

- Manage relations with partners, media, contractors and suppliers for PSP programmes and supervise the Individual Giving team in their contact with external partners.
- Manage the PSP donor database producing ongoing analysis and monitoring PSP campaign results, and providing research on current donors and potential donors to inform future direct marketing activity.
- Develop and monitor all key performance indicators and analysis to support and inform the Individual Giving strategy and its implementation.
- Prepare submissions to the National Growth Fund related to the Individual Giving programme to secure funding to increase the donor base of private sector.
- Supervise and monitor PSP expenditure/budget and income recording and reporting for the Individual Giving programme.
- Recommend and oversee any new market entry and analyse the competitive environment (Key Performance Indicators) to monitor PSP performance and make recommendations to management.
- Provide training and development for Individual Giving team members.
- Ensure the compliance with the relevant domestic law related to fundraising practice, fundraising licencing and data protection.
- Facilitate the engagement of Senior UNHCR staff members in the Bureau, Representative Office, National Partners and relevant entities in HQ to support PSP activities and donors.
- To develop and support actions aimed at strengthening the relationship between PSP and other UNHCR divisions.

General Requirements for all levels:

- Relevant professional experience in Private Sector Fundraising and Partnerships with exposure to an international environment and/or with humanitarian organizations.
- Proven ability to meet fundraising targets, possess required expertise and up-to-date knowledge in existing and new PSP donor acquisition channels including Face-to-Face, Online, Mail and DRTV (desirable), donor retention and donor development methods.
- Experience with emergency fundraising, middle level giving and monthly giving.
- Experience and expertise in developing and implementing cohesive, innovative, aggressive and integrated direct response strategies that have resulted in measurable and significant growth in net revenue and donor base.
- Experience in writing Annual Plans/Budget and fundraising reports, analysis and KPIs.
- Experience with fundraising-related databases and software.
- Demonstrated ability to work independently and to motivate others.
- Excellent donor and vendor communications/relations.
- Excellent computer skills with particular reference to analysis of fundraising results, database management, data mining and internet e-commerce as well as proficiency MS Office, SharePoint, PeopleSoft, BI tools, etc.
- Thorough knowledge of UNHCR operational arrangements, its relief and protection programmes, the funding needs and priorities.

Minimum Qualifications and Professional Experience Required:

For positions at the P2 level

- Education: Degree in Marketing, Communications, Journalism, International Relations, Economics, Business Administration/Management, Social Sciences or a related fields.
- Job experience: Minimum 2 years of relevant experience with graduate degree (equivalent of a Master's) 3 years with undergraduate degree (equivalent of a BA/BS) professional level job experience (fund raising, external relations, donor relations, policy advocacy, programme) in humanitarian relief/protection activities or in communication, marketing organisation.
- Languages: Proficiency in English is required

For positions at the P3 level

- Education: Degree in Marketing Communications, Journalism, International Relations, Economics, Business Administration/Management, Social Sciences or a related fields.
- Job experience: Minimum 5 years of relevant (international) job experience with graduate degree (equivalent of a Master's), 6 years with undergraduate degree (equivalent of a BA/BS) professional level job experience (fund raising, external relations, donor relations, policy advocacy, programme) in humanitarian relief/protection activities or in communication, marketing organisation.
- A well-developed understanding of strategic fundraising strategies.
- Languages: Proficiency in English is required.

For positions at the P4 level

- Education: Degree in Marketing Communications, Journalism, International Relations, Economics, Business Administration/Management, Social Sciences or a related fields.
- Job experience: Minimum 8 years of relevant (international) job experience with graduate degree (equivalent of a Master's), 9 years with undergraduate degree (equivalent of a BA/BS) professional level job experience (fund raising, external relations, donor relations, policy advocacy, programme) in humanitarian relief/protection activities or in communication, marketing organisation.
- At least 6 years of combined field and/or headquarters experience in international organizations (e.g. UN agencies, INGOs, IOs, bi-lateral cooperation agencies, etc.), in an inter-governmental organization, such as the UN, marketing / fundraising consultancy firm with private sector fundraising /communication experience.
- A well-developed understanding of strategic fundraising strategies.
- Language: Proficiency in English and knowledge of a second UN language (Arabic/ Chinese/French/Russian/Spanish) at B2¹ is required.

¹ See <http://europass.cedefop.europa.eu/resources/european-language-levels-cefr>, the Common European Framework of Reference for Languages (CEFR).



To apply, please visit: [International vacancies](#).

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.