

Donor Communications and Engagement Associate (Renewable Contract, LICA 6)

Office of the United Nations High Commissioner for Refugees (UNHCR) is recruiting an experienced “Donor Communications and Engagement Associate”, carrying an external title of “Donor Communications and Engagement Manager”. This position designs, implements and develops the omnichannel donor communication and engagement plan of PSP HK, works closely with both Individual Giving and Middle Donor programme teams to maximize life-time value of respective donor segments, and provides overall functional guidance to the donor communication and engagement team to ensure all donor communication programmes are implemented effectively and efficiently and with a donor centric approach.

This position is a UNOPS position with a contract which is renewable each calendar year.

Requirements and experience:

- Completion of secondary education, preferably with a bachelor’s degree, in Marketing, Communications, Journalism, Social Science or other related fields;
- Minimum 3 years of previous job experience relevant to the function;
- At least 3 years experience providing functional guidance to communications or donor care or loyalty programme teams;
- Proven experience in a fundraising, digital marketing or communications environment working on donor/customer care and loyalty programme, gained in Hong Kong market
- Track record of driving new initiatives that deliver improved donor or customer experience
- Proven experience in managing donor or customer records within a customer relationship database
- Proven experience in analysing purchasing/donation behaviour and collecting donor/customer insights through surveys and other means
- A highly motivated, creative, dynamic and innovative team leader
- Attention to details, multi-tasking, high accuracy, result oriented and donor/customer- centric mentality
- Ability to collaborate with others, with a flexible and positive attitude
- Strong communication and interpersonal skills
- Hands on experience in membership or loyalty marketing with knowledge of customer segmentation and analysis approaches
- Statistical and mathematical competencies
- Knowledge of MS office especially MS Word, MS Excel
- Proficiency in written and spoken Chinese (Cantonese and Putonghua) and English
- Excellent Writing skills for donor communications
- Able to work independently and under pressure

Responsibilities:

- Under the supervision of the Assistant PSP Officer (Donor Care), design, implement and develop the omnichannel donor communication and engagement plan of PSP HK to strengthen donor loyalty and satisfaction;
- Explore and optimize available online and offline channels to enhance the life-time value of donors
 - Devise long- and short- term strategic donor communication and engagement initiatives to support Individual Giving and Middle Donor programmes that result in revenue growth and better retention rate, and to build equity of UNHCR brand;
 - Enhance digital transformation of donor retention and development activities through offline-online integration of donor communication pieces including special and emergency appeals to maximise donor support;
 - Run digital campaigns to re-target and engage donors based on their behavior;
 - Develop and promote new types of donor fundraising and engagement activities e.g. crowdfunding platform.

- Utilise and explore effectively the current and future technologies to orchestrate campaigns with automation and relevant personalisation;
- Develop and implement initiatives to strengthen donor experience and loyalty
 - Design and implement donor journeys for Individual Giving and Middle Donor programmes and evaluate its effectiveness according to donors' demographics, donation behaviour and lifecycle;
 - Introduce testing elements and innovative ideas on content including infographics and videos for targeted donor segments in special appeals and other communication pieces, and find out best practice to ensure good response;
 - Provide enriched communication content focusing on deeper donor community management;
 - Conduct donor surveys, organize donor focus group to collect insights from donors;
- Design and review donor communication and engagement innovations in a data-driven approach
 - Collaborate closely with Individual Giving and Middle Donor programmes to track metrics and success criteria, monitor progress, assure adherence and evaluate performance;
 - Collaborate closely with Business Intelligence team to build knowledge of various donors' personas for effective communications and offers development opportunities.
 - Conduct donor analytics including behavior reporting and post-activity analytics to enhance existing and develop future communication and engagement programmes.
 - Oversee the execution of omnichannel programmes, including direct mail, email, web, mobile and social media to drive donor engagement, based on insights, market trends and in line with our desired marketing positioning;
- Manage Donor Communications and Engagement Team efficiently and effectively to meet the organisation's objectives
 - Lead donor communications and engagement team, ensuring donor communication and engagement programmes are designed, implemented, delivered and reviewed in high quality and in accordance with the organisation's strategic goals;
 - Act as the gatekeeper of communications of Donor Care team;
 - Utilise and maintain e-marketing and CRM systems to develop various donor journeys;
 - Liaise, monitor and review outsourced vendor services performance such as direct marketing services, printing services, editorial and translating services etc.;
- Support UNHCR's donor care and fundraising events; and
- Undertaking other duties as assigned by her/his supervisor.

Closing date: **4 February 2021**

Applicants who wish to be considered for this vacancy should send their

- Signed [Personal History Form](#); and
- Motivation letter

by email only to chiho@unhcr.org. Please ensure that they are sent with the titles "*your name Personal History Form*" and "*your name Motivation letter*". Please put "*UNHCR – Donor Communications and Engagement Associate*" in the email subject line.

Only shortlisted candidates will be notified and invited for interview and written test.