



UNHCR

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

UNHCR Representation in China

Vacancy Announcement

Office of the United Nations High Commissioner for Refugees (UNHCR) invites applications for the below post.

Functional Title : Senior Private Sector Partnerships (PSP) Assistant (Digital)
Contract/Grade : UNOPS - Local Individual Contractor Agreement / equivalent to GS5
Duty Station : Beijing, China
Section/Unit : Private Sector Partnerships
Entry on Duty : 1 August 2022
Duration : 5 months (extendable subject to satisfactory performance and availability of funds)

Application closing date: 24:00, 19th June 2022

1. General background

The United Nations Refugee Agency (UNHCR) is the world's leading organization in helping and protecting the millions of people forced to flee their homes because of violence, conflict and persecution. We deliver life-saving assistance, including shelter, food and water while also safeguarding fundamental human rights, safety and dignity.

The Private Sector Partnerships Service (PSP) sits within UNHCR's Division of External Relations (DER) and is responsible for mobilizing resources and other forms of support from the private sector. In 2019, UNHCR China Office set up a new Private Sector Partnerships team to mobilize resources from the Chinese private sector to support our work globally. One of the key aspects in PSP's work is to expand UNHCR's engagement with the general public including UNHCR's existing and potential supporters.

UNHCR China is looking for a digital specialized staff who has experience and skills focusing on supporter engagement and donor development, particularly on engaging digital content creation, data analysis and Customer Relationship Management (CRM) related work. This incumbent will also cover part of digital multi-channel work including donor communications, E-commerce operation and data analysis as well as IG related admin tasks. She/He will also support the work of the middle value donor program through a relational approach and work with the Private Partnerships & Philanthropy (PPH) teams for file movement, progressively pipeline donor growth to PPH level.

The incumbent will work under the direct supervision of the Senior PSP Associate, in close collaboration with the whole PSP team including the Assistant PPH officer, the Associate PSP Officer and the PSP Associate, and UNHCR office in Beijing such as the Admin/Finance team



UNHCR

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

and Public Information team. With support and guidance from the Associate PSP Officer and senior PSP Associate, the incumbent will work closely with outsourced CRM vendors, PR agencies and external digital platforms.

2. Operational Context

Since PSP team was set up, it has launched, in collaboration with local foundation partners, multiple digital fundraising and communication campaigns on multi-channels, including a charity E-shop, and has gradually grown its supporters with localized approach. The giving levels/potential are diverse among UNHCR's supporters, and in 2021, a small number of supporters give leverage their companies to provide additional support to UNHCR's work. Building on this, in 2022, UNHCR China aims to continue grow its supporter base and deepen its engagement with potential and existing supporters, and to optimize digital platforms operation, especially charity E-shop and local CRM system, which ultimately contributes to the achievement of its growth strategy for individual giving, as well as to support the development of the Middle Value Donor program at its infancy.

Engagement under a UNHCR affiliate scheme is subject to proof of vaccination against COVID-19.

3. Responsibilities

Under the overall supervision of Senior PSP Associate (Beijing), the individual contractor will assist in the following:

1/ Accountability (key results that will be achieved)

- Support PSP team to achieve individual giving fundraising Key Performance Indicators
- Support to develop donor communications content for daily digital usage
- Support to initiate and execute donor engagement activities for enlarging supporter base and improving donor development performance
- Support to manage E-shop, regular-giving campaigns, CRM system/digital tool and database
- Support to improve, monitor and analyse online fundraising and social media performance
- Support PSP individual giving work on admin, procurement, financial process related tasks
- Support to the development of the Middle Value Donor program

2/ Responsibility (processes and functions undertaken to achieve results)

- Through working efficiently with internal teams, external vendors and media partners, base on daily marketing insights and findings, support to develop daily communications content for donor communications and social media interactions;
- Support to initiate digital supporter interactions or engaging activities on social media and to deliver relevant and contextual push notifications via CRM digital tools;
- Support to design, execute and optimize donor development programs;
- Monitor E-shop back-end system, maintain the E-shop content and ensure its healthy operation;



UNHCR

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

- Support to release, maintain and optimize the operation of regular giving programs on multi-channels including owned and 3rd party digital platforms;
- Support to draft individual giving report to summarize E-commerce and fundraising performance, supporter data trending and donor care related findings and learning;
- Support to liaise with foundation partners to ensure donor care program compliant with local laws and regulations;
- Extract actionable insights from available database and online monitoring dashboard, using these insights to evolve communications with target audience to engage, convert and upgrade, including for the development of the middle value donor program;
- Accumulate market knowledge of fundraising in Mainland China including key target audiences for UNHCR and the most relevant content, media channels and methods to reach these audiences;
- Keep learning and sharing with PSP team on supporter care related cases, insights and new tech trends, then optimize during practice.
- Support on daily communications, administration and procurements with external vendors and internal UNHCR China office;
- Conduct other activities that are assigned by supervisors.

3/ Authority (decisions made in executing responsibilities and to achieve results)

- Engage with individual supporters on behalf of UNHCR China
- Engage with external vendors and consultant on data or performance driven communications, procurement, payment and administration related work
- Engage with PSP HQ, regional and other teams to get content and campaign related information, to participate conference and sharings
- Provide research, learnings and case sharing on the latest digital fundraising trends

4/ Perform other related duties as required.

4. Essential Minimum Qualifications and Professional Experience Required

- Minimum 2 years of relevant experience with high school diploma and 1 year experience for Bachelor degree or above. Relevant experience includes social media, performance marketing or fundraising within the mainland Chinese context, and experience working on data analysis or performance report developing.
- Fluency in English and working knowledge of another relevant UN language or local language

5. Functional skills (marked with an asterisk* are essential)

- A vast knowledge and understanding of digital communications, E-commerce, and performance marketing
- Proven ability to develop communication content in Simplified Chinese and English
- Proven experience working with CRM digital system and client service area
- Current marketing knowledge of private philanthropy partnerships in China
- Ability to work in a fast-paced environment
- Strong analytical, written and verbal skills
- Passion and capability on fast learning
- Fluent in Chinese and English



UNHCR

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

6. Competency Requirements

Core competencies

- Accountability, Communication, Organisational Awareness, Teamwork & Collaboration, Commitment to Continuous Learning, Client & Result Orientation

Managerial Competencies

- Not specified.

Cross-Functional Competencies

- Professional experience within advertising agencies, international corporates or institutions
- Digital marketing or individual fundraising experience and skills

Applicants who wish to be considered for this vacancy should send their (i) Letter of Motivation, (ii) CV, and (iii) signed Personal History Form (available at http://www.unhcr.org/hk/wp-content/uploads/sites/13/2017/10/UNHCR_Personal_History_Form_October-2017.zip) by email to chibe@unhcr.org with subject "Title Senior PSP Assistant (Digital)" no later than **24:00, 19th June 2022**.

Note:

- 1) Incomplete applications will not be considered.
- 2) Only those short-listed for interviews will be notified and invited for written test and interview.
- 3) UNHCR strongly encourages qualified female applicants to apply for this position. UNHCR seeks to ensure that male and female employees are given equal career opportunities. UNHCR is committed to achieving workforce diversity in terms of gender, nationality and culture. All applications will be treated with the strictest confidentiality.
- 4) Emails sending from domain @126.com, @163.com and @qq.com will be blocked in UNHCR account.