

UNITED NATIONS HIGH COMMISSIONER FOR REFUGEES INTERNAL/EXTERNAL VACANCY NOTICE

Title of Position:	PSP Associate (Donor Development & Retention)
Category and Level:	UNOPS, LICA 6
Location:	Kuala Lumpur, Malaysia
Effective date:	As soon as possible
Contract type:	Individual Contractor Agreement (ICA)
Duration:	Until 31 December 2022
Date of Issue:	14 June 2022
Closing Date:	28 June 2022

ORGANIZATIONAL SETTING AND WORK RELATIONSHIPS

The UNHCR Private Sector Partnership (PSP) launched Private Sector fundraising activities in Malaysia in 2017. The development of this market will support the global organization in expanding its supporter base and building stable and predictable income stream from the private sector within Malaysia. Ultimately, UNHCR Malaysia can provide even more support to refugees and other persons of concern.

As in other markets PSP operates in, a PSP goal in Malaysia is to establish a sustainable source of funding through monthly donors to be recruited by several acquisition channels i.e. face to face fundraising, online, and telemarketing. UNHCR operations in Malaysia, currently benefiting 170,000 refugees and other persons of concern, provides an excellent operational context to present UNHCR to the public in a compelling manner and to seek financial support from individual donors in support of UNHCR programs in Malaysia and worldwide. PSP activities in collaboration with other units also contribute to raise UNHCR brand awareness and improve public perceptions on refugees.

UNHCR is now looking for a highly motivated and self-driven donor development and retention programme coordinator with proven track record in donor development and retention and/or CRM analysis, to increase the lifetime value of our expanding database of individual donors in Malaysia.

To find out more information about UNHCR Malaysia, please visit our [website](#).

PURPOSE AND SCOPE OF ASSIGNMENT

- Contribute to the development and execution of the private sector fundraising strategy for UNHCR in Malaysia 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 programmes to optimize performance levels and ensure a sustained pipeline of support to UNHCR's persons-of-concern
- Develop an appropriate Middle Donor programme for UNHCR Malaysia
- Plot the supporter journeys for donor retention to minimize attrition; and for donor development to upgrade the engagement of the donor base through special and emergency appeals
- Provide database segmentation and analysis for any test roll-out for donor development
- Supervise the outsourced call center activities including upgrade, reactivation and strategic testing of all techniques
- Monitor and analyze key performance indicators for donor retention to improve lifetime value of donors. Analyze reports and propose recommendations to improve the performance of the programmes.
- Provide the necessary assistance to help ensure key performance indicators (including both short term and long-term retention rates) are achieved and ensure the provision of quality and timely results reporting to the PSP Team

- In collaboration with PSP global and regional database team and outsourced vendors, support database activities and other enhancements in the donor relationship marketing system
- Provide strategy to measure and optimize donor satisfaction results (i.e. donor survey) to increase donor satisfaction, retention and lifetime value.
- Monitor and report on progress against the work plan, expenditure, budget and targets.
- Keep abreast of developments in UNHCR's work both in the country and worldwide and communicate all relevant information to the existing supporter base
- Prepare accurate reporting on donor behavior and segmentation, identifying trends and issues, and proposing solutions and action planning.
- Provide support in organizing periodic briefing, training and management of external vendors to develop and implement donor retention plans.
- Oversee the PSP supplier arrangements and contracts for donor management and communications
- Closely cooperate with the Donor acquisition team and other departments in UNHCR Malaysia to enhance the donor quality and retention.
- Support Associate PSP Officer to implement donor retention and development plan
- Monitor the Donor Relationship Management database and supervise the production of regular reports to ensure optimal oversight over quality and performance levels.
- Monitor and support the quality of services of and relationship with third parties involved in individual fundraising activities such as database management, banks and payment processing.
- Perform other responsibilities/functions deemed necessary or as delegated by the Associate PSP Officer in order to meet best standards in the organization

MONITORING AND PROGRESS CONTROLS

- Increased lifetime value of donors and performance across offline, online and telemarketing channels
- Quality level of donor retention materials, reduced attrition rate and positive feedback from donors
- Successful testing activities leading to rolling out and gains in performance
- Data-driven, analysis-based approaches to inform recommendations and support decisions

MINIMUM QUALIFICATIONS

Education & Professional Work Experience

Years of Experience / Degree Level: For G6 –

- Minimum 3 years for High School Diploma and 2 years for BA or higher in donor loyalty/donor communication/donor care and preferable on the CRM data analysis
- Experience of developing and executing Donor care or customer relationship strategies in a corporate, NGO (ideally, international NGO) or UN agency environment.
- Experience managing and enhancing Client/donor Database and CRM systems, knowledge of Salesforce will be an asset

Field(s) of Education:

University degree in Communication, or Sales and Marketing, or any related field.

Language Requirements: Knowledge of English and Bahasa Malaysia.

COMPETENCY REQUIREMENTS

- Experience in designing and delivering marketing communication strategies through customer or donor loyalty programs in collaboration with internal and external stakeholders/agencies.
- Experience in using and managing donor or customer database environment to support the delivery of Client or donor loyalty programs and the timely fulfilment of payment processing.
- Ability to manage a complex and diverse workload and to work to tight deadlines Ability to engage with external vendors at a strategic and operational level, build and drive a small, proactive inhouse team, and coordinating multiple stakeholders
- Ability to work independently without direct supervision
- Ability to accurately analyze data and make decisions based on information
- Fluent in MS Word/Excel/PowerPoint or equivalent Open Office software.
- Well-articulated, good communicator at ease with persons of different cultural/educational backgrounds.

- Knowledge of refugee issues and of UNHCR or another human rights-oriented agency an asset.
- Written and verbal fluency in English and Malaysian
- Knowledge of other UN languages eg Mandarin an asset, as well as Cantonese

ADDITIONAL INFORMATION

All UNHCR workforce members must individually and collectively, contribute towards a working environment where each person feels safe, and empowered to perform their duties. This includes by demonstrating no tolerance for sexual exploitation and abuse, harassment including sexual harassment, sexism, gender inequality, discrimination, and abuse of power.

As individuals and as managers, all must be proactive in preventing and responding to inappropriate conduct, support ongoing dialogue on these matters and speaking up and seeking guidance and support from relevant UNHCR resources when these issues arise.

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.

Recruitment as a UNHCR staff member and engagement under a UNHCR affiliate scheme or as an intern is subject to proof of vaccination against Covid-19.

SUBMISSION OF APPLICATIONS

If you wish to be considered for this vacancy, please submit your [Personal History Form \(P11\)](#) and its [supplementary pages](#) and motivation letter by e-mail with "*Your LAST name –VN041/22 PSP Associate (Donor Development & Retention)* ,LICA 6, Kuala Lumpur" in the subject line to: mlsluvm@unhcr.org by 28 June 2022.

Only short-listed candidates will be notified. No late applications will be accepted.

UNHCR does not charge a fee at any stage of the recruitment process (application, interview meeting, processing, training or any other fees).

UNHCR does not sponsor work visa or work permit and applicant who is not a Malaysian national should already have their status confirmed that they are able to secure a work visa at the time of the application.

REMUNERATION

A competitive compensation and benefits package is offered. The monthly net salary is between MYR 5,457 and MYR 6,913 depending on relevant experience.