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## UNHCR Philippines Vacancy Notice No. 01/2022 (Re-advertisement) EXTERNAL

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**Position Title:** PSP Individual Giving Associate  
**Job Type/Code:** Standard/ 004025  
**Duty station:** Manila, Philippines  
**Section/Unit:** Private Sector Partnerships (PSP)  
**Type of Contract:** Fixed-Term  
**Grade Level:** GS-6  
**Duration:** **from** [01/08/2022] **to** [31/12/2022]  
**Supervisor:** Associate PSP Officer

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### 1. Operational Context

The Private Sector Partnerships (PSP) unit at UNHCR is tasked to maximise UNHCR's engagement with the private sector to mobilise support and resources for the refugee cause. In the Philippines, the PSP team started in 2014 and has since engaged over 30,000 individual donors contributing a total of~ US\$9M by the end of 2021.

As a long-term market, the Philippine PSP team will contribute to the global goal to increase UNHCR's supporter base and build a sustainable funding stream from Filipinos while also increasing the level of awareness on the plight of refugees, stateless and internally displaced persons in the Philippines and all over the world. The Individual Giving (IG) programme is the lifeline of PSP's operation in this market. We aim deliver the best-in-class donor engagement experience to our hard-won supporters motivated by a meaningful journey to be loyal and long-term givers.

The IG Associate (PSP) Associate will coordinate 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. He/She will perform a broad range of specialised duties primarily leading the implementation coordination, and production of meaningful touchpoints via online and offline platforms for UNHCR Philippines' existing donor base to the end of generating long-term giving value.

Reporting directly to the Associate PSP Officer, he/she will have oversight on the Donor Retention and Development section consisting of a Senior PSP Assistant and PSP Assistant covering all donor-care related tasks. The incumbent will also need to develop skills in the team to motivate the members to operate to their full potential. Oversight also extends to the service providers to ensure timely and cost-efficient delivery to in achieving the overall objectives of PSP Philippines' Donor Retention and Development activities.

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### 2. Organizational Setting and Work Relationships

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 (POC).

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 has developed a Private Sector Fundraising Strategy focusing on both Individual Giving and Private Sector Partnerships, identifying 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, digital 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 donations of between \$1 to \$10,000 (depending on local market conditions, as well as scope of responsibility) per year to UNHCR.

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All UNHCR staff members are accountable to perform their duties as reflected in their job description. They do so within their delegated authorities, in line with the regulatory framework of UNHCR which includes the UN Charter, UN Staff Regulations and Rules, UNHCR Policies and Administrative Instructions as well as relevant accountability frameworks. In addition, staff members are required to discharge their responsibilities in a manner consistent with the core, functional, cross-functional and managerial competencies and UNHCR's core values of professionalism, integrity and respect for diversity.

### 3. Duties

#### General

- Contribute to the creation of annual plans for acquisition and donor development programs (i.e. forecasts of costs and expenses, income projections, donor figures, etc.).
- With close collaboration with supervisor contribute to the development of detailed annual plan for the IG programs.
- Implement the donor development communications plan and fundraising activities for one-time donors to convert to monthly or secure a second one-time gift.
- Develop, manage and improve donor servicing and communications to provide a best in class donor care with best practice standards (welcome, information, thank you letters, donor monthly newsletter, in-bound and out-bound donor emails and calls, complaints, etc.).
- Work with marketing agencies to develop contact strategies and donor journeys for different segments of the database using a variety of channels including telemarketing, digital and mail.
- Contribute in the implementation of the operations of the following campaigns, upgrade, conversion, acquisition, welcome, recapturing, loyalty, Thank you, One-off calls, Marketing Research, Upgrade middle donors, middle donors one-off and others.
- Support in preparation of submissions to the National Growth Fund related to IG programs to secure funding to increase the and diversify donor base.
- Develop skills in the IG team to enable and motivate team members to operate to their full potential.

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- In consultation with CRM Manager, ensure that effective TM selection criteria are made, schedule for export and import of TM files, and prioritise and request data statistics needed for proper evaluation and optimisation of TM programs.
  - Manage the database within the Area of Responsibility (AoR), to ensure accuracy of data entry, perform Lifetime Value analysis and identify, recommend and implement key actions to reduce attrition rates.

### **Donor Acquisition**

- Work in close collaboration with PSP teams to develop cross channel fundraising campaigns including digital, F2F, Telemarketing, DRTV, direct mail etc.
- Support the coordination of Face-to-Face outsourced as well as in house activities.
- Contribute to the development of the fundraising strategies and products for diverse individual fundraising activities that serve to recruit and retain loyal individual donors.
- Support in the development and implementation of emergency plans for telemarketing and Face-to-Face.
- Cooperate closely with digital team to secure optimal timing and approach for conversion of supporters' lists into donors.
- Oversee the handling of donor's requests and managing complains in a professional manner.
- Investigate opportunities for lead generation and acquisition.
- Support adaptation of contents as well as implementation of tests aimed to improve response.
- Manage relations with partners, contractors and suppliers to implement FR programs
- Contribute to develop and enhance market knowledge and analyse the competitive environment to monitor PSP performance and make recommendation to management.
- Develop and implement a welcome program for newly recruited monthly donors and one-time donors.
- Contribute to quality control and training systems for F2F Agencies.
- Assist in ensuring that donor acquisition income targets are achieved in a cost-effective manner.
- Draft scripts for different telemarketing campaigns.
- Contribute to the development of emergency plans for different fundraising activities.

### **Donor Retention and Development**

- Execute donor journeys according to planned schedule, conducting testing among journeys, implement donor engagement activities.
- Support in the implementation of programme improvement as defined in the UNHCR Donor Development Strategy to strengthen individual giving fundraising programs.
- Assist in the implementation of donor development communications plans and fundraising activities, such as newsletter and special appeals, through a variety of media including direct mail, telemarketing, email and mobile.
- Target/segment based on donor insights, behaviour, interactions and gifts history.
- Oversee the handling of donor's requests and manage complains in a professional manner.
- Keep up-to-date with giving techniques and strategies to increase or maintain donations from multiple donors.
- Support the development and implementation of donor retention communication materials and activities for existing donors and for emergency appeals.
- Execute monthly operations of recapturing by emails/mails, thank-you to donors.
- Improve income of regular committed individual donors, optimising opportunities through data segmentation, supporter journey enhancement, new fundraising products, and optimization of current programmes.
- Advise on donor care actions and improvement to be implemented.
- Develop, monitor and review retention program performance. Draw conclusions and make recommendations to improve future activity and feed into longer term strategic plans.

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- Support all in-house and outsourced donor care representatives are provided with all information, including Q&A documents, necessary to handle any in-bound donor communications resulting from the donor development activities
  - Foster a donor centric culture and communication.
  - Perform other duties, as required.

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## 4. Minimum Qualifications

### Education & Professional Work Experience

#### Years of Experience / Degree Level

*For G6 - 3 years relevant experience with High School Diploma; or 2 years relevant work experience with Bachelor or equivalent or higher*

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#### Field(s) of Education

*Not applicable.*

(Field(s) of Education marked with an asterisk\* are essential)

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#### Certificates and/or Licenses

*Public Administration,  
or other relevant field.*

*Business Administration,*

*Economics*

(Certificates and Licenses marked with an asterisk\* are essential)

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#### Relevant Job Experience

##### **Essential**

Minimum 3 years' experience in private sector fundraising, sales, client/donor communication, marketing or journalism. Proven experience working in donor retention/ development programmes. Experience in coordination and supervision of fundraising campaigns in profit or non-profit industry. Experience in fundraising related databases and software. Experience in data analysis and segmentation.

##### **Desirable**

Experience with the non-profit sector. Experience in supervising database migration and setting up a Contact Relationship Management (CRM) system. Experience in project management. Experience in managing agencies/vendors/clients.

### **Functional Skills**

*FR-PSFR Direct Marketing and Direct Response Fundraising*

*FR-Experience in Private Sector Fundraising*

*FR-Fundraising-face to face, digital, emergency, DRTV, etc.*

*FR-e-Fundraising*

*FR-Online communications, web-based marketing and fundraising contents*

*FR-Fundraising approach skills (Face2Face/Sales Prog Outsourced-Sales workforce/Door2Door)*

*CO-Cross-cultural communication*

*SO-Negotiation skills*

*MS-Analysis*

*MS-Drafting, Documentation, Data Presentation*

(Functional Skills marked with an asterisk\* are essential)

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### **Language Requirements**

For General Service jobs: **Knowledge of English and/or UN working language of the duty station if not English.**

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## 5. Competency Requirements

All jobs at UNHCR require six core competencies and may also require managerial competencies and/or cross-functional competencies. The six core competencies are listed below.

### **Core Competencies**

*Accountability*  
*Communication*  
*Organizational Awareness*  
*Teamwork & Collaboration*  
*Commitment to Continuous Learning*  
*Client & Result Orientation*

### **Managerial Competencies**

*Judgement and Decision Making*  
*Managing Resources*

### **Cross-Functional Competencies**

*Planning and Organizing*  
*Political Awareness*  
*Analytical Thinking*

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This is a Standard Job Description for all UNHCR jobs with this job title and grade level. The Operational Context may contain additional essential and/or desirable qualifications relating to the specific operation and/or position. Any such requirements are incorporated by reference in this Job Description and will be considered.

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### **How to Apply:**

1. Interested applicants should send their updated CV, motivation letter, and UN Personal History Forms to e-mail address: [phimavac@unhcr.org](mailto:phimavac@unhcr.org) on or before **22 June 2022** with subject: **VN-01/2022- PSP Individual Giving Associate (Manila)**
  2. Personal History 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)
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