

**United Nations High Commissioner for Refugees (UNHCR)  
Representation in Thailand**

**Vacancy Announcement No. 22/2022  
Internal/External Circulation (Re-advertisement)**

<b>Position Title:</b> Senior PSP Assistant (Donor Development and Retention)	<b>Post Level:</b> LICA-5 (Equivalent to General Service GS-5)	<b>Date Issued of the Vacancy Announcement:</b> 29 June 2022
<b>Post No.:</b> N/A	<b>Report To:</b> Assistant PSP IG Officer	<b>Closing Date of the Vacancy Announcement:</b> 02 September 2022
<b>Section:</b> Private Sector Partnerships Service (PSP), Regional Office in Thailand	<b>Duty Station:</b> Bangkok, Thailand	<b>Contractual Status:</b> Local Individual Contractor Agreement (UNOPS)

**Availability of the Position** As soon as possible

**Scope of Assignment**

Under the supervision of the Assistant PSP IG Officer (Donor Development and Retention),

- The contractor will perform the following responsibilities
- Manage long-term and short-term strategic donor communication and engagement initiatives to enhance the life-time value of donors
- 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;
- Support digital campaigns communication to re-target and engage donors based on their behavior
- Support the development and implementation of donor retention communications materials and activities for existing donors and for emergency appeals.
- Keep abreast of developments on UNHCR's work both in the country and worldwide and communicate all relevant information to the existing supporter base.
- Closely cooperate with the HQ Fundraising Communications to ensure the fundraising communication activities in Thailand are in line with global and regional communications strategy.
- Closely cooperate with the acquisition programme units and other departments in UNHCR Thailand to enhance the donor quality and retention, aiming to reduce the cancellation rate in the long run.
- Execute communications plan that keeps donors and other contacts updated of UNHCR's progress of work, donation in action, refugee situation and other relevant information.
- Track KPIs and key metrics of communication programme against year over year target
- Write content and supervise the design and production of the donor care materials.
- Ensure the development of communications content (online and offline) for donor communications and fundraising campaign.
- Provide support in English-Thai translation or vice versa and other papers as needed.

- Help coordinating with inhouse and outsource donor call centers to ensure the high service level.
- Perform other responsibilities or as delegated by the Representative/ PSP Officer in order to meet the level of the services in the organization.
- Carry out the day-to-day coordination and communication with donors and external vendors that support the donor development programme
- Support UNHCR's donor development and fundraising events
- Perform other duties as required
- Timely coordination of donor development project for existing donors and prospects which result in all communications reaching donors on time and as defined in the annual plan
- Support Assistant PSP IG Officer (Donor Development and Retention) to ensure that communications for donors is delivered as planned.
- All defined key performance indicators for the donor development programme are measured and reported accurately to PSP Thailand

### **QUALIFICATIONS AND EXPERIENCES**

- High School Diploma or Bachelor's degree in mass communication, Liberal Arts, Advertising, Marketing or related fields
- 2 years working experience with high school diploma, or 1 year of experience with Bachelor Degree or higher, in donor or customer development and/or communications
- Proven experience in providing functional guidance to donor care or customer service team is desirable
- Proven experience in private sector fundraising to individuals or direct marketing in a business to consumer environment is desirable

### **KEY COMPETENCIES**

- Technical knowledge of how to carry out private sector fundraising or business to consumer, donor/customer retention and development
- Attention to details, multi-tasking, high accuracy, result oriented and donor/customer-centric mentality
- Strong copywriting, editing and copy evaluation skills in order to developing donor retention communications
- Competent in developing and translating online and offline communication materials
- Ability to conduct research and identify relevant content for the development of engaging donor/customer communications
- Strong communication and interpersonal skills
- Proficiency in written and spoken Thai and English
- Demonstrate donor/customer centric focus
- Excellent problem-solving skills
- Able to work independently as well as part of a team
- Ability to collaborate with others, with a flexible and positive attitude
- Analytical competencies
- Proficiency in MS office including MS Word, Excel, Powerpoint and Outlook
- Knowledge of donor database and housekeeping donor/customer data

Desirable:

- Experience working with direct mail, telemarketing and email marketing fundraising channels
- Knowledge of customer segmentation and analysis approaches
- Experience in Salesforce and Selligent
- Experience of coordinating the day-to-day work with suppliers

Please submit 1) your Motivation Letter, 2) UNHCR Personal History Form, and 3) Curriculum Vitae indicating position title in the subject line and send the email to: [PSP-ASIA@unhcr.org](mailto:PSP-ASIA@unhcr.org)

According to UNHCR Administrative Instruction on COVID-19 Vaccination and related Safety Measures, candidate(s) selected for the position will be requested to provide proof of COVID vaccination during the medical clearance process. Failure to provide an acceptable proof of COVID vaccination may disqualify the candidate from being appointed to the position.

UNHCR Personal History Form and supplementary forms can be downloaded from:  
[https://www.unhcr.or.th/sites/default/files/u11/P11\\_UNHCR.docm](https://www.unhcr.or.th/sites/default/files/u11/P11_UNHCR.docm)  
[https://www.unhcr.or.th/sites/default/files/u11/P11SUP\\_UNHCR.docm](https://www.unhcr.or.th/sites/default/files/u11/P11SUP_UNHCR.docm)

Applications will not be acknowledged. Only the successful candidate will be notified the outcome of the selection process.

No late applications will be accepted. Only shortlisted candidates will be contacted. Shortlisted candidates may be required to sit for a written test and/or oral interview. UNHCR does not charge a fee at any stage of the recruitment process (application, interview, processing or any other fees).

**UNHCR strongly encourages qualified female applicants 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.**

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