

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

**Fundraiser
(Digital Engagement Support)**

Location	Bangkok, Thailand	Date of Issue	3 March 2023
Effective date of assignment	As soon as possible	Closing Date	17 March 2023

Availability of the Post: As soon as possible

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 and POC. UNHCR has developed a Private Sector Fundraising Strategy focusing on both Individual Giving and Private Philanthropy, identifying priority fundraising markets and regions.

Fundraiser (Digital Engagement Support) is responsible for assisting the concerned supervisor to develop digital content that will promote collaboration and deeply engage with new and existing online audiences, prospect donors and supporters for PSP. The individual contractor will also support to maintain and improve the current digital communication channels to scale up performance of Digital Fundraising programme and to support the PSP teams to achieve the goal in generating sustainable income for UNHCR Thailand Multi-Country Office.

Scope of Assignments

The main objective of this LICA is to assist in developing Fundraiser (Digital Engagement Support) to promote and support Digital Fundraising programme. The following is a list of responsibilities for this LICA:

Digital Media Content

- Support in maintaining and managing the UNHCR Thailand website content, ensuring that is accurate, fundraising friendly, the branding is maintained, and that the messaging, features and functionality are appropriately presented.
- Support in coordinating, implementing and monitoring UNHCR Thailand's content across social media channels including Facebook, Twitter, Instagram, YouTube, Tiktok and other upcoming digital platforms to support the organisation's overall marketing and communications objectives.
- Conduct an ongoing website audit to ensure that content is up to date and appeals are current.
- Actively responding to queries and comments from followers on the UNHCR Thailand social platforms.

- Support in managing UNHCR Thailand's social media assets.

Digital Media Monitoring

- Setting up tagging and tracking systems for digital campaigns
- Be across trends in the social media space, review best practice and make recommendations on how to improve UNHCR Thailand activity based on this knowledge.

Digital Media Development

- Assist in the development of new initiatives for the UNHCR Thailand website, including optimizing the website for mobile and tablet formats.
- Use knowledge of SEO strategies to develop new content for the UNHCR Thailand website plus re-use existing content as needed.
- Develop social media strategy in conjunction with Digital Content Coordinator, Digital Creative & Partnership, Digital Fundraising Manager and Associate PSP Officer.
- Support in implementation of social media strategy.
- Support other business units with digital campaign elements where required.
- Develop and maintain a multimedia library including photos, video and sound clips.
- Assist in the development and implementation of UNHCR Thailand's digital strategy.
- Undertake any other projects as instructed by the Associate PSP Officer.

Others

- Keep abreast of UNHCR's work globally and communicate relevant information to existing and prospective audiences.
- Perform other duties as required.

Copyright

- The copyright of creative, artwork and assets will belong to UNHCR.

3. Monitoring and Progress Controls

The individual contractor will work in UNHCR, PSP's office under the direct supervision of Associate PSP Officer. The contractor is required to develop attention-grabbing ideas that will create partnerships and deeply engage with new and existing donors, prospect donors and supporters for PSP or completely perform other duties as required.

If UNHCR determines, in its sole discretion, that improper performance created by the Contractor, UNHCR has its right to terminate the Contract.

Qualifications and Experiences Requirements

a. Education (Level and area of required and/or preferred education)

- Diploma or degree in Arts, Communication Arts, Faculty of Arts, Communication, Marketing,

Digital Marketing, Public Relations, Political or Social Sciences or related fields

b. Work Experience

(List number of years and area of required work experience. Clearly distinguish between required experience and experience which could be an asset.)

- 2 years' work experience required.

c. Key Competencies

(Technical knowledge, skills, managerial competencies, or other personal competencies relevant to the performance of the assignment. Clearly distinguish between required and desired competencies)

- Knowledge of the United Nations and working within the United Nations.
- Comprehensive knowledge of digital communication, digital media monitoring and analyzing, current trends and innovations in digital media, and excellent web (Content Management System) skills.
- Ability to engage supporters with interesting and current content.
- Experience with link building, content marketing and content creation strategies.
- Strong copywriting and editing skills, including experience creating SEO optimised content.
- Understanding of SEO strategies
- Excellent understanding of the capabilities of free and paid SEO tools.
- Solid understanding of the social media space and across the latest trends.
- Ability to recommend activities/campaigns in the social media space to drive engagement rates.
- Experience with advanced image editing and video production programmes (Adobe Premiere Pro, Photoshop, and Illustrator).
- Advance computer skills, including all Microsoft office products.
- Advance knowledge of Content Management System
- Proven abilities in communication and fundraising.
- Commitment to refugee cause is preferable.

Submission of Applications:

Please submit your Portfolio, Curriculum Vitae and clearly stating the position title, vacancy notice number and your Last Name in the subject line to: boonyath@unhcr.org by the closing date.

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