

UNHCR REPRESENTATION IN INDONESIA
INTERNAL/EXTERNAL VACANCY NOTICE
No. 21/INSJA/PSP/003

Functional Title	: PSP Associate (Digital)
Category & Level	: UNOPS, Individual Contract Agreement, LICA-6 Level
Duty Station	: Jakarta, Indonesia
Entry on Duty	: 1 September 2021
Duration	: Initially until 31 December 2021 (Possibility of extension subject to availability of fund)
Annual Salary	: Starting from IDR 268,898,000
Closing Date	: 27 th August 2021

Operational Context

UNHCR is the UN Refugee Agency and takes the lead in providing international protection for 70.8 million refugees and displaced people worldwide. An unprecedented 70.8 million people around the world have been forced from home. Among them are nearly 25.9 million refugees, over half of whom are under the age of 18. In a world where nearly 1 person is forcibly displaced every two seconds as a result of conflict or persecution, our work at UNHCR is more important than ever before.

Digital fundraising has been evolving and developing in Indonesia. Further to a fundraising market evaluation conducted in 2019, UNHCR Private Sector Partnership (PSP) unit is launching fundraising activities in Indonesia from 2020 onwards and setting up a team of fundraising specialists to develop the scope of digital fundraising and try innovative approaches in the market. Though exciting and promising, digital fundraising never stands alone in the reality of income generation. Its success always depends on both acquisition and donor retention strategies, plus continuous effort in network building among potential digital supporters.

Number of refugees and other persons of concerns hosted in Indonesia is of 14 thousand beneficiaries registered by UNHCR in Indonesia, other international situation including Emergency situations and to seek financial support for UNHCR programs in Indonesia and international situations. PSP activities will also contribute to raise UNHCR brand awareness in Indonesia and improve public perceptions on refugees.

UNHCR is now looking for a highly motivated and self-driven digital associate with a background in either commercial or NGO digital fundraising or digital marketing. This post, therefore, will take up duties arise from acquisition and engagement activities. Identify and carry out digital fundraising making use of all possible opportunities that may arise through various promotional and programs' activities, and, whenever any digital initiative is planned, to integrate other fundraising opportunities into digital.

Duties and Responsibilities

Digital fundraising and communication

- Co-create and implement Digital fundraising campaigns to generate long term donations and supporters. Ensure UNHCR Indonesia's digital platform is accurate, fundraising friendly, the branding is maintained, and that the messaging, features and functionality are appropriately presented.

- Responsible for optimization of current UNHCR Indonesia's webpages to ensure capture of all data and increase traffic and brand equity through SEO/SEA; etc.
- Responsible for administration, development and maintenance of all PSP Indonesia digital infrastructures
- Responsible for all digital communications to inform and recruit prospects, supporters and donors (one off and regulars) and to convert committed giving donors.
- Responsible for leads generation campaign and conversion to committed giving donors
- Co-create and implement thematic & emergency campaigns and execute to all digital fundraising channels. Developing creative for digital campaigns, building the impact of social media for advocacy and fundraising, and develop digital partnerships for fundraising.
- Responsible for market adaptation of digital content from global accounts
- Support Associate PSP Officer to manage and coordinate contractors, suppliers and relevant personnel within/outside the office to develop and implement digital and integrated activities.
- Support Associate PSP Officer managing agency for the digital marketing (paid search and paid social) activities. This including managing existing digital campaign in kitabisa.com platform.
- Work closely with the Public Information Unit and provide support as necessary to the office's general communications activities.

Digital Monitoring and Reporting

- Monitor evaluate and report on the performance of all digital operations through UNHCR available reporting tools and analytics platforms.
- Analyse and optimize digital developments in the Indonesian market; identify new technologies and services that become available and provide recommendations to boost digital ROI.
- Prepare data and information, reports and presentation on income, expenditure and budgets.
- Develop work plans and budget in relations to Digital engagement activities.

Qualifications/Requirements

Education: University degree in Marketing, digital marketing, Communications, or related field

Core Competencies: Accountability; Communication; Organizational Awareness; Teamwork & Collaboration; Commitment to Continuous Learning; Client & Result Orientation.

Cross – Functional Competencies: Analytical Thinking; Planning an Organizing; Stakeholder Management.

Experience: Minimum 3 years of relevant working experience for High School diploma and 2 years of experience for Bachelor's degree in a corporate or an NGO environment (Ideally have some experience working for an international NGO) and in managing digital marketing or digital fundraising operation for profit and nonprofit. Experience of development and execution of fundraising strategy including, mass-market individual. A marketing and fundraising generalist with a proven track record in developing fundraising plans which lead to increased revenue Emphasis on mass-market fundraising and securing corporate partnerships

Nationality: Citizen of Indonesia.

Languages: Knowledge of English and Bahasa Indonesia (written and oral) highly essential; knowledge of other UN languages is an asset.

Key Competencies

- Proven experience in running digital campaigns through email marketing, SEM, mobile, social media, etc.
 - Knowledge of mobile marketing, social media marketing, content management, digital communications, digital tracking and analytics.
 - Experience in digital content management (web, video, and blogs), active management of social networks.
 - Experience working with dedicated applications for CRM such as Selligent and Drupal will be an asset
 - Proven experience in digital income generation and the development of digital fundraising and/or marketing strategies and asset.
 - Photoshop, video editing, Google Analytics and Microsoft Office skills, including Word, Excel and Outlook.
 - Demonstrate knowledge of the NGO sector and private sector fundraising.
 - Ability to work and deliver under tight deadlines.
 - Excellent knowledge of English / written, oral, comprehension.
 - Good presentation skills.
 - Ability to interface effectively and professionally with key UNHCR stakeholders and external vendors
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Candidates who wish to be considered for this vacancy should send their motivation letter, CV and **signed** Personal History/P.11 form (available at www.unhcr.org/recruit/p11new.doc), to **UNHCR Indonesia** at:

Menara Ravindo Lt. 14, Jl. Kebon Sirih Kav. 75, Jakarta 10340
Or via email to INSJAHR@unhcr.org

DEADLINE FOR APPLICATIONS: 27th August 2021

IMPORTANT: Candidates must indicate the **post title and vacancy number** on the envelope or subject of the email.

Applications from both genders and persons with disabilities are encouraged to apply.

Late applications will not be considered.

Only those short-listed for tests (written and interview) will be notified.

6 August 2021