



# UNHCR

United Nations High Commissioner for Refugees  
Haut Commissariat des Nations Unies pour les réfugiés


## Memorandum

### UNHCR Representation in Kuala Lumpur

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To: All Staff UNHCR and UN Agencies in Kuala Lumpur

From: Lisnawati, Associate PSP Officer (Malaysia) 

File Code: 21/KL/3494

Subject: **INTERNAL/EXTERNAL VACANCY NOTICE (VN/044/21)  
PSP ASSOCIATE (F2F) (UNOPS Post)**

Date: 16 November 2021

### PART I: Position Details

**Title:** PSP ASSOCIATE (F2F)

**Position No:** UNOPS/PSP/21 (UNOPS Post)

**Grade:** LICA 6

**Language:** Fluency in English and Bahasa Malaysia

**Effective Date:** As soon as possible

**Duration:** One-year contract (with possibility of extension)

**Location:** UNHCR Office in Kuala Lumpur

**Applications:** All candidates must have substantial relevant knowledge of the local conditions. Proficiency in English and Bahasa Malaysia. The recruitment process might include written test and/or oral interview for this job opening.

Candidates **MUST** include completed UNHCR Personal History Form (PHF), without which their candidature will not be reviewed.

Applications should be submitted by email **ONLY** and to be addressed to [m1slu@unhcr.org](mailto:m1slu@unhcr.org). Any decision to withdraw an application must be submitted in the same manner.

Subject line should precisely indicate: **POSITION OF PSP ASSOCIATE (F2F), UNHCR, MALAYSIA.**

**Closing Date:** 30 November 2021 COB (18.00 Kuala-Lumpur time)

## **PART II: Position Requirements**

### **Organization 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 via Face-to-Face (F2F). 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 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 F2F program coordinator with proven track record in Face-to-Face fundraising and / or direct sales and direct marketing experience acquired in the commercial sector, to support the expansion of UNHCR Face-to-Face fundraising program in Malaysia.

### **Planning & management:**

- Lead on the definition and implementation of F2F strategies, plans, and activities in Malaysia;
- Based on market research and analysis of present program, support the elaboration of a multi-year expansion strategy encompassing agency and possibly, the launch of inhouse activities;
- Provide the vision and leadership required to maximize the potential of UNHCR's F2F program;
- Manage day-to-day implementation and ensure quality assurance across multiple F2F teams operating in Kuala Lumpur and in an increasing number of locations in Malaysia;
- Provide the necessary assistance to meet key performance targets (including both short term and long-term targets) and ensure the provision of quality and timely reporting to the PSP Team;
- Remain up to date on, and contribute to, best practices in F2F fundraising in Malaysia;
- Develop relationships and cooperation with external partners and suppliers;
- Work and coordinate with other units as required.

### **Responsibility:**

- Work with appropriate members of the fundraising team to effectively track supporter attrition, Monitor and co-ordinate the F2F programme, both agency and any future in-house activity, ensuring that all targets and key performance indicators are met or exceeded.
- Monitor the F2F budgets, forecasting and expenditure to ensure it is kept within budget.
- Work with appropriate members of the fundraising team and F2F agencies to provide other useful insights eg individual fundraiser and location performance, and donor demographic analysis.

- Alongside the F2F agencies, conduct effective ongoing training and coaching programmes to keep F2F fundraisers motivated, engaged with the organization and focused on achieving results.
- Contribute to the development of materials and equipment ensuring it is well targeted, inspiring and providing the best possible support for effectively engage with the public and present UNHCR.
- Coordinate the location plans ensuring appropriate volume and quality of venues for the programme to successfully operate. Assist in the development and management of external partnerships including shopping malls and event organizers to secure long-term location space for F2F.
- Deliver accurate reporting and analysis and identify arising opportunities and issues; recommend course of action to resolves issues and leverage opportunities.
- develop strategies to reduce it and maximize the net long-term value of F2F donors.
- Serve on cross functional project teams as required ensuring a fundraising and marketing perspective is effectively represented, especially in the multi-channel campaigns.

**Program support & administration:**

- Continually review F2F agency performance through regular update meetings and communications, and provide excellent support to optimize efficiency and foster a constant search for improvement;
- Ensure that all contractual obligations are met both by the F2F suppliers and by UNHCR and ensure new contracts and procurement processes are carried out in a timely manner.
- Support Associate PSP Officer in ensuring that UNHCR policy and procedures are observed, and handling compliance issues with relevant government authorities when/if required.
- In the context of Covid-19 pandemic, adjust program and develop contingency plans as deemed necessary with a special focus on the health and security of fundraising teams and the public

**Monitoring and Progress Controls:**

- Monitor and analyse performance ensuring that all targets and key performance indicators are met or exceeded, and ensuring optimal quality assurance.

**Education & Professional Work Experience**

**Years of Experience / Degree Level**

- 3 years for High School Diploma and 2 years for BA or higher in the F2F Fundraising Minimum
- Experience of developing and executing F2F fundraising at a national level, and/or direct sales

**Field(s) of Education**

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

**Certificates and/or Licenses**

Not applicable

## **Relevant Job Experience**

### **Essential**

Not applicable

### **Desirable**

Not applicable

## **Functional Skills**

Not applicable

## **Language Requirements**

Knowledge of English and/or UN working language of the duty station if not English.

## **Competency Requirements**

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

- Strong communication and interpersonal skills
- Proven track record in F2F fundraising and / or direct sales
- 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, motivating fundraising staff and coordinating multiple stakeholders
- Ability to work independently without direct supervision
- Ability to accurately analyze data and make decisions based on information
- Excellent experience of computerized accounts packages, Excel, PowerPoint and Word
- 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

## **PART III: Eligibility**

### **Eligible Candidates**

Owing to the large volume of applications, only shortlisted candidates will be contacted.

**NO LATE APPLICATION WILL BE ACCEPTED.**

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.

**IMPORTANT: CLOSING DATE FOR RECEIPT OF APPLICATIONS: 30 November 2021**

Applications reaching the UNHCR Kuala Lumpur after the closing date will not be accepted.

**UNHCR Malaysia**