



**United Nations High Commissioner for Refugees (UNHCR)**

**Manila, Philippines**

**Vacancy Announcement no. VN/MNL/07/PSP**

**Internal/External**

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| <b>Position Title:</b><br>Private Sector Partnerships Associate<br>(Digital Coordinator) | <b>Date Issued:</b> 5 March 2019   |
| <b>Position Level:</b> G-6   | <b>Closing Date:</b> 19 March 2019 |
| <b>Report To:</b> Asst. Private Sector Partnerships Officer                              | <b>Duty Station:</b> Manila        |
| <b>Contractual Status:</b> Local Individual Contract Agreement (UNOPS)                   |                                    |

**ORGANIZATIONAL CONTEXT.**

The Private Sector Partnerships (PSP) unit of UNHCR Philippines is searching for a talented and professional Digital Coordinator to join the team. The PSP Unit over the past five year has carved its niche in the Philippine charity landscape and has grown support from over 19,000 Filipino donors giving to the refugee cause. The growth in donor acquisition and the improving engagement from its donor base are indications of the sympathetic affinity of the Filipino public as a result of sustained delivery of relevant content from a high profile supporter and content partners who front-loaded the plight of our persons-of-concern.

In this position, the successful hire will perform a broad range of specialized duties primarily implementing a donor engagement program via online and multi-channel platforms namely its website and social media accounts integrating with offline communications infrastructures to set the course for sustainable and long-term fundraising growth.

The ideal candidate should be innovative, and web and multimedia savvy. He/She should have a firm grasp of various digital touchpoints, steer UNHCR's digital narrative, and drive highly effective digital campaigns.

## **FUNCTIONAL STATEMENT.**

### **Accountability**

- Digital and multi-channel sourced donors will contribute significantly to the annual targets of PSP Philippines
- UNHCR Philippines' digital assets are optimized as cost-efficient tools for donor acquisition and retention
- Increase UNHCR's share of voice in digital media coverage
- Branding of UNHCR in the Philippines has increased
- Positively shape perception towards refugees, stateless persons
- Increase and improve quality of digital media coverage to support fundraising campaigns

### **Duties and Responsibilities:**

Under the direct supervision of the Assistant Private Sector Partnerships Officer, the Digital Coordinator Associate is tasked to:

- Coordinate online and multi-channel fundraising programmes
- Ensure targets and key performance indicators are met or exceeded through quantitative and qualitative analysis of campaigns and action outcomes
- Supervise agencies implementing digital advertisements
- Develop, implement, and promote creative content to acquire both financial and non-financial supporters to UNHCR
- Management of social media campaigns and day-to-day online community management including: (1) curating and managing relevant content to engage UNHCR's target audience; (2) engaging in constructive dialogue with community; (3) monitoring trends and keeping abreast on new tools, designs to optimize our engagement and reach; (4) analyzing campaign performance and develop actionable plans to optimize performance and results.
- Maintain accurate reporting and analysis to facilitate effective management of online and multichannel fundraising programs using Google Analytics with e-commerce and goals set-up, Google Tag Manager, and/or similar or new reporting tools.
- Assess and report on effectiveness of communication strategies and marketing campaign's overall performance
- Prepare periodic PSP financial and narrative reports
- Perform other duties as required

### **Minimum Qualifications and Professional Experience Required:**

- Minimum of five (5) years (with university degree) of relevant job experience preferably in a similar position in the non-profit sector
- Scope of experience in digital marketing that includes working with digital agencies, implementation of digital marketing campaigns, email marketing
- Content Management System
- Proficient in Photoshop, web and video editing packages

### **Desirable Skills/Competencies:**

- Excellent communication and writing skills
- Team player
- Astute, agile and abreast with digital trends at the market, regional, and global levels
- Proven ability to deal with multiple tasks and deliver under tight deadlines
- Excellent knowledge of English and Filipino, written, oral, comprehension
- Excellent interpersonal and relationship building skills
- Well-connected with the network of digital experts in the Philippines

**This position is open to Filipino nationals only.**

**HOW TO APPLY:**

Please email your Motivation Letter, Curriculum Vitae and P.11 with subject: “Application- VN-052019-PSP Associate (Digital Coordinator)” by email to: [PHIMAVAC@unhcr.org](mailto:PHIMAVAC@unhcr.org)

Only applicants meeting minimum requirements will be short-listed for written test & interviews.

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

P.11 form can be downloaded from the following links:

**PHF/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)

**SUPPLEMENTARY FORM:** [http://www.unhcr.org/ph/wp-content/uploads/sites/28/2017/11/UNHCR\\_PHF\\_Supplementary\\_October-2017.docm](http://www.unhcr.org/ph/wp-content/uploads/sites/28/2017/11/UNHCR_PHF_Supplementary_October-2017.docm)