

**UNITED NATIONS HIGH COMMISSIONER FOR REFUGEES (UNHCR)  
INTERNAL / EXTERNAL VACANCY ANNOUNCEMENT**

**Vacancy Notice No. 37/2020**

**(Re-Advertisement)**

**\*\*\*Please note that this is a re-advertisement. Candidates who already applied to the previous advertisement do not need to reapply.**

<b>Title of Post</b>	<b>Associate PSP IG Officer</b>	<b>Category/grade</b>	<b>NO-B</b>
<b>Post Number</b>	<b>10018210</b>	<b>Type of contract</b>	<b>Fixed-Term Appointment (FTA)</b>
<b>Location</b>	<b>Bangkok, Thailand</b>	<b>Date of Issue</b>	<b>27 January 2021</b>
<b>Effective date of assignment</b>	<b>As soon as possible</b>	<b>Closing Date</b>	<b>11 February 2021</b>

**Operational Context**

**Area of expertise:** IG Acquisition

**Nature of the Position**

Under the functional supervision and in conjunction with the UNHCR Thailand, the Associate PSP Individual Giving (IG) Officer will ensure the constant growth of acquisition income from individual donors through diversified acquisition channels that will benefit both People of Concerns in Thailand and the world.

PSP Thailand requires Associate PSP IG Officer to be responsible for establishing hybrid model for strong performance of both in-house and outsourced F2F and Tele-fundraising programmes and for fully integrating the IG streams between F2F, Digital, Multi-Channels, DRTV including testing new channels to offer seamless experience to prospect donors.

- Supervise diversified IG streams both in-house and outsourced programme to meet the income target and to deliver effective ROI
- Analyze market situation and identify opportunity for growth for IG programme
- Ensure the IG income represents on average 20% of PSP Thailand's total income
- Monitor the IG programme and provide regular and timely report
- Facilitate sufficient training to fundraisers, tele fundraisers and other IG staff to keep them motivated and deliver high performance
- Develop and provide guidance to 7 staff under direct supervision and 70-100 fundraisers under indirect supervision
- Sharing best practices and lesson learned with PSP's global network

**Organizational Setting and Work Relationships**

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.

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. UNHCR have developed a \$1 Billion Private Sector Fundraising Strategy 2018-2025. This strategy focuses on both Individual Giving and Private Sector Partnerships and identifies priority fundraising markets and regions.

Individual Giving (IG) is targeted at the general public to secure the support of individuals through regular, unrestricted donations, cash appeals and legacies. The aim is to generate both monthly and one-time donations from individuals using various channels and methods including direct mail, face-to-face fundraising, telemarketing, digital fundraising, DRTV and emergency fundraising, with focus on strong donor loyalty and lifetime value.

The purpose is to maximize the donor base from the individual giving (IG) for UNHCR, those with the ability to provide donations of between \$1 to \$10,000 per year to UNHCR.

All UNHCR staff members are accountable to perform their duties as reflected in their job description. They do so within their delegated authorities, in line with the regulatory framework of UNHCR which includes the UN Charter, UN Staff Regulations and Rules, UNHCR Policies and Administrative Instructions as well as relevant accountability frameworks. In addition, staff members are required to discharge their responsibilities in a manner consistent with the core, functional, cross-functional and managerial competencies and UNHCR's core values of professionalism, integrity and respect for diversity.

## **Duties**

- Contribute to the development of fundraising strategies and products for diverse fundraising activities that serve to recruit and retain loyal individual donors, moving them through a donor journey that builds a lasting connection with UNHCR in order to maximize lifetime value and return on investment.
- Embed digital transformation and supporter experience across all Individual Giving activity in line with the global strategy.
- Identify and develop new opportunities for Individual Giving, in both donor acquisition and donor development.
- Increase both monthly and one-time donations from individuals using various online and offline channels including direct mail, face-to-face fundraising, telemarketing, digital fundraising, direct response television, lead generation and emergency fundraising, with the aim of maximising income per donor.
- Develop strong middle level donor and monthly giving programs.
- Work closely with the major donor team to identify and migrate potential major donors.
- Develop and manage legacy marketing to the Individual Giving audience.
- Increase donor understanding through ongoing research and analysis creating segmentation strategies for "one too many" marketing activities.
- Manage relations with partners, media, contractors and suppliers for PSP programmes and supervise the Individual Giving team in their contact with external partners.
- Manage the PSP donor database producing ongoing analysis and monitoring PSP campaign results, and providing research on current donors and potential donors to inform future digital and direct marketing activity.
- Develop and monitor all key performance indicators and analysis to support and inform the Individual Giving strategy and its implementation.
- Prepare submissions to the National Growth Fund related to the Individual Giving programme to secure funding to increase the donor base of private sector.
- Supervise and monitor PSP expenditure/budget and income recording and reporting for the Individual Giving programme.

- Recommend and oversee any new market entry and analyse the competitive environment (Key Performance Indicators) to monitor PSP performance and make recommendations to management.
- Provide training and development for Individual Giving team members.
- Ensure the compliance with the relevant domestic law related to fundraising practice, fundraising licencing and data protection.
- Facilitate the engagement of Senior UNHCR staff members in the Bureau, Representative Office, National Partners and relevant entities in HQ to support PSP activities and donors.
- Develop and support actions aimed at strengthening the relationship between PSP and other UNHCR divisions.
- Perform other related duties as required.

## **Minimum Qualifications**

### **Education & Professional Work Experience**

#### **Years of Experience / Degree Level**

*3 years relevant experience with Undergraduate degree; or 2 years relevant experience with Graduate degree; or 1 year relevant experience with Doctorate degree*

#### **Field(s) of Education**

*Business, Marketing; Political or Social Sciences; or other relevant field.*

#### **Certificates and/or Licenses**

Fundraising; Marketing;

### **Relevant Job Experience**

#### ***Essential:***

Relevant professional experience in Private Sector Fundraising and Partnerships with exposure to an international environment and/or with humanitarian organizations. Proven ability to meet fundraising targets, possess required expertise and up-to-date knowledge in donor acquisition channels including Face-to-Face and Online, donor retention and donor development methods. Possess required expertise and up-to-date knowledge in donor retention and development using digital, mail and telemarketing. Experience with emergency fundraising and monthly giving. Experience in developing and implementing cohesive, innovative, aggressive and integrated direct response strategies that have resulted in measurable and significant growth in net revenue and donor base. Experience with writing annual plans and budgets, and with fundraising reports, analysis and KPIs. Experience with fundraising-related databases and software. Demonstrated ability to work independently and to motivate others. Excellent donor and vendor communications/relations. Preparing and implementing plans and developing plans for annual income growth as well as in strategic planning. Major existing and new marketing techniques including direct marketing and direct response fundraising, monthly donor programmes including face-to-face and DRTV. Maximizing individual donor life-time value through implementation of a tested donor communication cycle. Telemarketing, middle donors, legacy and digital fundraising. Developing material for direct response either in direct marketing in a not-for-profit or as an account manager in a direct marketing consultancy. Managing the production of fundraising materials from creative and design to production, print and delivery.

#### ***Desirable:***

Possess required expertise and up-to-date knowledge in existing and new PSP donor acquisition channels including Mail, DRTV and Press. Experience with middle level giving and legacy marketing. Thorough knowledge of UNHCR operational arrangements, its relief and protection programmes, the funding needs and priorities. Another relevant UN language. International not-for-profit experience and fundraising for a humanitarian cause. Exposure to UN system with particular focus on fundraising activities for humanitarian causes (ideally field exposure). Excellent analytical and conceptual skills and strong communication and presentation skills. Analytical and creative thinking ability. Good communication and strong interpersonal and negotiation skills. Proven ability to deal with multiple tasks/projects.

### **Functional Skills**

*FR-PSFR Direct Marketing and Direct Response Fundraising;*

*FR-Experience in Private Sector Fundraising;*

*FR-Fundraising-face to face, mass appeal, digital, emergency, DRTV, etc.*

*FR-e-Fundraising;*

*FR-Online communications, web-based marketing and fundraising contents;*

*FR-Fundraising approach skills (Face2Face/Sales Prog outsourced-Sales workforce/Door2Door);*

*IT-MS Office Applications;*

*MS-Analysis;*

*IT-Internet, e-commerce, database, marketing software;*

*MS-Drafting, Documentation, Data Presentation;*

### **Language Requirements**

*Fluency in English and Thai*

### **Competency Requirements**

#### **Core Competencies:**

*Accountability*

*Communication*

*Organizational Awareness*

*Teamwork & Collaboration*

*Commitment to Continuous Learning*

*Client & Result Orientation*

#### **Managerial Competencies:**

*Empowering and Building Trust*

*Managing Performance*

*Managing Resources*

#### **Cross-Functional Competencies:**

*Analytical Thinking*

*Planning and Organizing*

*Change Capability and Adaptability*

**Eligibility:**

Candidates must be Thai nationals.

Internal staff members should consult the Recruitment and Assignment of Locally Recruited Staff (RALS), UNHCR/AI/2020/1/Rev.1. If you have any question regarding the eligibility, you may also contact the HR unit.

**Remuneration:**

A competitive compensation and benefits package is offered. For information on UN salaries, allowances and benefits, please visit the portal of the International Civil Service Commission at: <http://icsc.un.org>

**Submission of Applications:**

If you wish to be considered for this vacancy, please submit your **letter of motivation, updated factsheet (for internals), signed Personal History Form (for externals) by e-mail** clearly stating the position title, vacancy notice number and your Last Name in the subject line to **THABAHR@unhcr.org** by the closing date.

The Personal History Form and its supplementary sheet 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) and

[https://www.unhcr.or.th/sites/default/files/u11/P11SUP\\_UNHCR.docm](https://www.unhcr.or.th/sites/default/files/u11/P11SUP_UNHCR.docm)

**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.

*Refugees – who cares? We Do*