



UNHCR

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

Terms of Reference

PSP Regional Analyst

UNHCR, the UN Refugee Agency, is offering a full-time position under International Individual Contractor Agreement (UNOPS) within the **Private Sector Partnerships Service (PSP), Division of External Relations** in our **Asia Regional Office based in Bangkok, Thailand**.

This role is a unique opportunity to participate in the delivery of UNHCR fast growing private sector fundraising strategy in Asia. The incumbent will work in close collaboration with the Bangkok-based PSP Asia regional team and national fundraisers across 9 different markets, as well as with fundraising, Business Insight and database experts in the region and globally.

Title: PSP Regional Analyst

Duty Station: Bangkok, Thailand

Duration: Contract renewal on yearly basis

Contract Type: International Individual Contractor Agreement (UNOPS IICA-2/P-3)

Closing date: 5 August 2022

Start date: as soon as possible

Organisational context

The United Nations Refugee Agency (UNHCR) is the world's leading organization in helping and protecting the millions of people forced to flee their homes because of violence, conflict and persecution. We deliver life-saving assistance, including shelter, food and water while also safeguarding fundamental human rights, safety and dignity.

The Private Sector Partnerships Service (PSP) sits within UNHCR's Division of External Relations (DER) and is responsible for mobilizing resources and other forms of support from the private sector. UNHCR has developed a Private Sector Fundraising Strategy with the goal of raising \$1 billion annually from the private sector. This strategy focuses on both Individual Giving (IG) and partnerships and private philanthropy (PPH), focusing on priority fundraising markets and regions.

PSP activities in Asian markets span across Individual giving and Private Partnerships and philanthropy. IG strategies encompass the acquisition of individual donors via a mix of channels such as digital, direct mail, press ads, face to face and lead generation as well as stewardship communication via telemarketing, email and direct mail. PPH strategies play a growing role in the fundraising portfolio of the region targeting corporates, foundations, High

Net Worth Individuals, and Islamic philanthropy.

Some markets in Asia Pacific are currently using global or local instances of Salesforce as their main CRM. More markets are or will be soon migrating their current database to Salesforce including Thailand, Philippines, Malaysia, Indonesia.

The position

PSP APAC is looking to recruit an experienced Fundraising Business Analyst to support Asian offices with advanced analysis, segmentation, prospecting and overall fundraising reporting to further their marketing activities and fundraising income generation. The post holder will collaborate closely with the Bangkok-based PSP APAC regional team and national teams in 9 different markets in Asia, with fundraising, Business Insight and database experts in the region and globally, and with external vendors.

We're looking for someone with extensive experience in the area of fundraising and marketing, passionate about drawing business insight, inform decision-making and provide responsive program development and impactful reporting to decision-makers and fundraising specialists to support the delivery of UNHCR private sector Partnerships strategy in the Asia region.

It is essential that the candidate has a proven track record in fundraising analysis and fundraising strategies both from IG and PPH streams, and in mobilizing/advocating for other forms of support from corporate actors in favor of UN, humanitarian or other charitable causes. Adherence to the values of UNHCR, and leadership to engage with functional experts, are critical to meet the ambition of this position critical to the delivery of PSP strategy in Asia.

Duties and responsibilities

Under the supervision of the Chief of PSP Asia, the incumbent is expected to:

Fundraising analysis

- In close collaboration with Fundraising Specialists at a Global, Regional and National level, ensure stronger fundraising analysis and better annual and long-term plans leading to improved long term performance of the Fundraising strategy;
- Monitor, assess, and validate data consistency and quality within the donor databases to deliver accurate regional and market analysis and actionable insights.
- Improve data quality through field support, capacity building, monitoring and feedback. Perform data profiling to identify and understand anomalies. Communicate the status, value, and importance of data and information.
- Recommend forecasting methods and models, scenario planning, resource modelling, capability forward load, and other similar "what if" type analyses.
- Support PSP annual planning including National Growth Funding applications and quarterly reporting exercises across Asia markets and best allocation of resources, quality assurance and technical advice on Theories of Change and indicators, as well as with data management and analysis methods.

- Coordinate and enhance internal/external benchmarking projects across APAC markets, such as PSP LTV project and iNGO benchmarking.
- Participate in market reviews, market entry and other strategy and analysis projects including PPH market, prospect and donor research, as required.
- Provide training and support to Fundraising practitioners on Fundraising analysis and reporting, and support capacity building as per market needs.
- Organize and foster the exchange of best practices across markets in APAC.

Data strategy

- Manage the implementation of the PSP Data Strategy across markets in APAC and the development of local data strategies.
- Ensure alignment of the local data strategies with PSP Data Strategy including definitions, reporting standards and platform, KPIs.
- Represent APAC in iNGO benchmarking and other regional/global iNGO analysis projects to maximize the coverage and relevance of the projects for APAC markets.
- Shape the way markets engage with data, in line with our aim to create a single supporter view and donor-centric experience.
- Define minimum viable analytics and reporting frameworks depending on maturity levels of each market in APAC.
- Support Salesforce implementation in multiple markets focusing on the development of database-driven analysis and reports, and building local capacity to engage with the analytical environment.
- Support the creation and maintenance of market-specific, channel-specific reports and dashboards in Salesforce for ongoing and quarterly reporting.
- Ensure that documentation is created/updated upon changes in the configuration of the local database, new reports set-up and integration with third parties.
- Ensure data is collected and maintained in compliance with UNHCR and local regulations.

Accountability

- A comprehensive suite of Fundraising Performance Reports and Dashboards is created and enhanced as necessary.
- Regional and local PSP teams engage with and act on the business insights to inform strategic planning and support operational decisions.
- Support to the database migration projections is provided as required ensuring optimal quality of the data sitting in the systems and of the resulting analysis.
- Training and documentation are provided in relevant areas.
- Support is provided in a timely and professional manner.

Essential minimum qualifications and professional experience required

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

- Minimum requirement is a bachelor's degree in Economics/Business Administration or relevant discipline with a substantial quantitative analytical component (e.g. statistics, economics, management science/operations research, finance or data analytics, social research methods).

b. Work Experience

Required:

- Minimum 6 years relevant experience with Undergraduate/bachelor's degree (or 5 years relevant experience with Graduate/Master's degree).
- Work experience in areas of Data Science, Finance, Programme, Information Management, or other relevant Sales & Marketing fields. Demonstrated ability to create insightful data and evidence-based BI reporting, manage a data/BI capability and engage with users at a management and fundraising practitioners' level.
- Experience in CRM database systems, data warehouse, data modelling, propensity modelling, business intelligence, data visualization, and analysis.
- Proven track record in fundraising analysis roles
- Experience in regional and country fundraising analysis.
- Experience with comprehensive reporting, benchmarking and performance evaluation involving long term forecasting eg return on investment and lifetime value analysis.
- Understanding of and adherence to Data Protection and relevant legislation in the region.
- Experience with Salesforce NPSP (nonprofit cloud) Sales Cloud and Service Cloud is preferred.

c. Key Competencies

- Ability to conceptualise ambiguous problems quickly and use data to explore these problems in a way that guides thinking towards evidence-based conclusion.
- Strong communication and interpersonal skills; capacity to engage effectively with decision-makers at a senior level, fundraising practitioners and technical teams.
- Proven ability to complete projects and a passion for tangible results.
- Ability to work as part of a team and independently.

- Advanced English skills, both written and spoken.
- Business level secondary Asian language would be an asset.

Location

The successful candidate will be based in Bangkok, Thailand

Conditions

The start date is as soon as possible. It is a full-time role with working hours starting from 09:00hrs to 18:00hrs Monday to Friday (40 hours per week).

To apply

Interested applicants should submit their letter of motivation, Personal History Form (PHF) and CV to PSP-ASIA@unhcr.org indicating **(PSP Regional Analyst)** in the subject of the email.

Personal History Forms are available at

https://www.unhcr.or.th/sites/default/files/u11/P11_UNHCR.docm,

https://www.unhcr.or.th/sites/default/files/u11/P11SUP_UNHCR.docm

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

The UNHCR workforce consists of many diverse nationalities, cultures, languages and opinions. UNHCR seeks to sustain and strengthen this diversity to ensure equal opportunities as well as an inclusive working environment for its entire workforce. Applications are encouraged from all qualified candidates without distinction on grounds of race, colour, sex, national origin, age, religion, disability, sexual orientation and gender identity.