

**United Nations High Commissioner for Refugees (UNHCR)
Representation in Thailand**

**Vacancy Announcement No.25 /2022
Internal/External Circulation**

Position Title: Senior PSP Assistant (Middle donor)	Post Level: LICA-5	Date Issued of the Vacancy Announcement: 22 July 2022
Post No.: N/A	Report To: Assistant PSP IG Officer	Closing Date of the Vacancy Announcement: 19 August 2022
Section: Private Sector Partnerships Service (PSP), Regional Office in Thailand	Duty Station: Bangkok, Thailand	Contractual Status: Local Individual Contractor Agreement (UNOPS)

Availability of the Position As soon as possible

Scope of Assignment

- Assist the Donor Development and Retention team to cultivate a portfolio of mid-level donors who give between \$1,000 and \$10,000 per year to achieve total \$130,000 income generation from Middle donor programme
- Identify prospect mid-value donors that include Individual Giving donors who give \$500-\$999 and new audience to migrate them to the middle donor programme pipeline
- Closely coordinate with Private Partnerships & Philanthropy (PPH) in identifying potential major donors (who give more than \$ 10,000 annually) among the mid-value donor pool and facilitating the migration.
- Utilize a variety of donor communication techniques including custom proposals, personalized communications, impact report, individual meetings and exclusive event arrangement etc. to cultivate relationship with mid-value donors
- Implement donor development strategy and fundraising activities through integrated channels including direct mail, telemarketing, email and SMS
- Carry out the day-to-day coordination and communication with PSP Thailand, PSP HQ and external vendors that support the donor development programme
- Liaise with and update all UNHCR PSP teams on donor development activities and maintains regular contact with the HQ fundraising communications team and the donor acquisition team in order to gain insights that help build more relevant donor development communications
- Act as a focal point for communications from/to the middle donor group.
- Ensure complete stewardship calls are made and customized acknowledgment letters are sent for mid-value donors and prospects
- Track KPIs and key metrics of middle donor programme against year over year target and accurately report the performance to PSP Thailand
- Coordinate with the Database and CRM focal point for any relevant reporting and analysis of donor development activities in order to evaluate performance and enhance future growth
- Support UNHCR's donor development and fundraising events
- Perform other duties as required
- Timely coordination of donor development project for middle donors and prospects which result in all communications reaching donors on time and as defined in the annual plan
- Support Assistant PSP IG Officer (Donor Development and Retention) to ensure that income generation from middle donor portfolio is delivered according to the target
- All defined key performance indicators for the middle donor programme including income generation and donor's feedback analysis are measured and reported accurately to PSP Thailand

QUALIFICATIONS AND EXPERIENCES

- Completion of Bachelor's degree in mass communication, Liberal Arts, Advertising, Marketing or related fields
- Minimum 1 year of previous relevant profession job experience
- Proven experience in providing functional guidance to donor care or customer service team is desirable
- Proven experience in private sector fundraising to individuals or direct marketing in a business to consumer environment is desirable
- **Fluent in both Thai and English (written and spoken) is A MUST.**

KEY COMPETENCIES

- Technical knowledge of how to carry out private sector fundraising or business to consumer, donor/customer retention and development
- Strong copywriting, editing and copy evaluation skills in order to developing donor retention communications
- Competent in developing and translating online and offline communication materials
- Ability to conduct research and identify relevant content for the development of engaging donor/customer communications
- Strong communication and interpersonal skills
- Proficiency in written and spoken Thai and English
- Demonstrate donor/customer centric focus
- Excellent problem-solving skills
- Able to work independently as well as part of a team
- Attention to details, high accuracy and result oriented
- Ability to collaborate with others, with a flexible and positive attitude
- Analytical competencies
- Proficiency in MS office including MS Word, Excel, Powerpoint and Outlook
- Knowledge of donor database and housekeeping donor/customer data
- Demonstrate customer centric focus

Desirable:

- Experience working with direct mail, telemarketing and email marketing fundraising channels
- Knowledge of customer segmentation and analysis approaches
- Experience in training fundraising or sales representatives in telemarketing agencies
- Experience of coordinating the day-to-day work with suppliers

Please submit 1) your Motivation Letter, 2) UNHCR Personal History Form, and 3) Curriculum Vitae indicating position title in the subject line and send the email to:

PSP-ASIA@unhcr.org

According to UNHCR Administrative Instruction on COVID-19 Vaccination and related Safety Measures, candidate(s) selected for the position will be requested to provide proof of COVID vaccination during the medical clearance process. Failure to provide an acceptable proof of COVID vaccination may disqualify the candidate from being appointed to the position.

UNHCR Personal History Form and supplementary forms can be downloaded from:

https://www.unhcr.org/sites/default/files/u11/P11_UNHCR.docm

https://www.unhcr.org/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.

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.

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