

The London Office of the United Nations High Commissioner for Refugees is seeking to fill the following position:

Fundraising Associate (GL6)

Background information

UNHCR's Private Sector Partnerships (PSP) plays a crucial role in helping expand the organisation's funding base, whilst ensuring a sustainable and predictable income stream. The contribution from the private sector is significant and rapidly increasing; in 2015, this income amounted to more than USD 284 million. PSP focuses on two main income pillars; leadership giving and individual giving, and is committed to further expand digitally.

The UK has been identified as a priority market for Individual Giving (IG) programmes, and has received investment to expand its IG donor base in the UK. In order to support the income growth targets, we require the resources to run our supporter care, donor retention and acquisition programmes.

Under the supervision of the Associate PSP Officer (IG) the incumbent will deliver excellent donor care and implement the strategies for donor acquisition and retention. The incumbent is expected to be familiar with UNHCR's fundraising channels including email, digital and DM.

He/She will contribute executing Private Sector Fundraising activities to raise funds, retain donors and increase brand awareness in support of UNHCR's work.

The Individual Giving Associate is expected to work closely with the UK PSP team, Branch Office UK and the rest of the PSP network as required.

Job Description

The successful candidate will:

- ☐ Write, build, target and send all fundraising e-communications, including e-appeals, e-newsletters, emergency e-appeals and other email updates using Exact Target marketing tool.
- ☐ Ensure compliance with data protection rules and regulations in the UK.
- ☐ Oversee the work of the LICA-G4 to ensure the delivery of excellent donor care communication and best practice supporter care processes.
- ☐ Oversee the LICA-G4 in the development and implementation of the community fundraising strategy and communication
- ☐ Working with the Associate PSFR Officer, manage and develop Salesforce database to maintain the integrity of the donor data held in the UK and ensure income is recorded appropriately by channel and campaign
- ☐ Responsible for building and updating the UK donation and for maintaining the fundraising section of the website up to date.
- ☐ Project manage the planning and execution of Direct Marketing campaigns for cold and warm audiences including data segmentation, creative and reporting of performance.
- ☐ Working with the Associate PSFR Officer manage and develop a communications plan, welcome cycle and donor journey to enrich the donor experience.

- ☐ Deliver against the emergency fundraising protocol to secure IG income and keep donors updated on emergency developments.
- ☐ Cultivate relationships with existing donors with the aim of increasing existing pledges and move cash donors to direct debit (when possible).
- ☐ Working with the Associate PSFR Officer, contribute create emotive and compelling IG materials for multichannel activities and campaigns including social, mobile and DRTV
- ☐ Working with the Associate PSFR Officer ensure that new fundraising propositions and opportunities for donor acquisition are developed, tested and rolled-out
- ☐ Assist the Associate PSFR Officer in the development and implementation of online acquisition and brand awareness campaigns using multiple digital channels such as display, search, mobile etc
- ☐ Produce performance reports and analysis using existing reporting tool (i.e. Google Analytics) for multiple channels (email, DM, website) and advice on optimization and testing strategies.

Key competencies

- ☐ Proficiency with CMS technologies, in order to build and amend web content and landing pages
- ☐ Experience in email marketing including data segmentations and HTML manipulation
- ☐ Working knowledge of Salesforce database or other CRM
- ☐ Experience of producing DM products
- ☐ Proven track record of delivering multi-channel donor retention and acquisition programmes in a UK fundraising context.

Expected profile

- ☐ Education: Completion of Secondary education with certificate/training in Political or Social Sciences, International Relations, Communication or other related fields.
- ☐ Work experience: Minimum 6 years of relevant work experience, ideally with UK based fundraising organisations.

How to Apply

A written application form (P.11), available at www.unhcr.org and covering letter is required and should be sent to Human Resources, UNHCR, 10 Furnival Street, EC4A 1AB London or emailed to gbrlo@unhcr.org with subject **Associate PSP Officer IG**

Closing date for applications: Sunday, 19th February 2017

UNHCR has a policy of gender equity and equal opportunities. Recruitment is without distinction of race, sex or creed, and on a competitive basis. Candidates are required to be legally entitled to reside and work in the UK.

Acknowledgements will only be sent to short-listed candidates under serious consideration who will be required to demonstrate appropriate technical skills.