

TERMS OF REFERENCE

Paid Media Consultant for LAC Markets

CONTRACT MODALITY	Individual Consultancy
DUTY STATION	Geneva, Switzerland (remote)
DURATION OF CONTRACT	12 months

Purpose of Assignment

The Private Sector Fundraising and Partnerships Section (PSFP) works with National Committees and UNICEF Country Offices to maximize revenue and drive income growth. Within PSFP, the Digital team is implementing the Digital Revenue Strategy to Inspire, Collaborate, and Enable markets to improve their digital fundraising results.

The vision: become the largest and most successful non-profit digital fundraising program in the world. The overall objective of the Digital Revenue Strategy is to increase net income and donations through improved digital capabilities, integrating digital channels to support activities such as telemarketing, face-to-face fundraising, DRTV, telethons, etc. This is enabled by a strong understanding of our audiences and the audience's journey across these channels, both offline and online.

The selected applicants will work as a Digital Paid Media consultant, empowering and enabling international UNICEF markets to independently drive profitable and scalable performance marketing, digital fundraising, and paid-advertising operations on owned, earned, and paid media channels, such as AI Chat Bots (Claude, Chat GPT), Meta, Google, Bing, TikTok ads, and more, with a primary focus on net income generation, profitably, at scale, and in the shortest amount of time. The person will enable, empower, manage and oversee paid media ad operations in UNICEF markets to expand their income portfolio holistically, provide the technical know-how to assess and develop performance marketing strategies, and the necessary skills to deliver them within their markets, and assist in disseminating that knowledge to other UNICEF markets. The position is a good combination of executioner, orchestrator, and enabler.

The Digital Paid Media Consultant is responsible for driving financial growth and ensuring sustainability in their assigned UNICEF markets. They collaborate closely with global UNICEF teams and regional squads to offer expertise in digital performance marketing and advertising across owned, earned, and paid media channels—primarily focusing on AI, Meta, and Google ads. The ideal candidate empowers markets and provides hands-on support to other paid media consultants for launching and optimizing performance marketing and paid media campaigns, aiming to achieve each market's business goals. Responsibilities include reviewing UNICEF's current approach, campaign structure, paid media set up, pixels, conversion tracking, preparing and presenting strategies, learnings, insights, toolkits, guidelines, checklists, SOPs, and media plans based on business goals, and historical data. They also produce assessment reports from channel reviews and test-and-learn recommendations on a weekly, monthly, and quarterly basis, tailored per market or as required.

1. Support UNICEF Markets in developing and implementing a scalable, profitable Performance Marketing strategy to drive net income growth and meet P&L goals:

- Markets to be decided based on business goals and opportunities.
- Primary paid advertising channels include Google, Bing, and Meta ads.
- Secondary income generation channels include AI Chat Bots (Claude, ChatGPT), GEO, SEO, and AEO.
- Scope of work could include hands-on execution across channels such as META, Google, Bing Ads, SEO and training fellow paid media consultants on areas related to ad account setup, account whitelisting, campaign setup, media

buys, ad account optimization, campaign budget optimization, bid optimization, event optimization, audience lists, always-on campaigns, split tests, use of correct naming conventions, budgeting, reporting, quality and sanity checks, pixel management, ensuring channel best practices, and other strategic, tactical, and execution details.

2. Set up, manage, optimize, enhance performance, document learnings and insights, enable and empower other paid media consultants on effectively managing and scaling a performance marketing channel, whether owned, earned, or paid, through training, upskilling, execution support, and advisory assistance:

- Evaluate and share media performance data across various dimensions, such as Channel, Campaign, Ad Set, Creative, Audience, Auction, Bid, Device, and Placement, along with business insights, to create a comprehensive media plan.
- Monthly media plans should include strategy, rationale, caveats, prerequisites, creative ad data requirements, and projections such as budgets, estimated conversions, ROI, and income.

3. Provide Assessment and Discovery Reports Based on Channel and Performance Marketing Review:

- Conduct and communicate a comprehensive analysis of each market's strengths, areas for improvement, and overall strategic direction, aligning with the market's business objectives and competitive landscape.
- Utilize third-party tools such as FB Ads Library, FB Insights, Google Trends, Auction Insights, SimilarWeb, Meta, eMarketer, and Google Ads Manager to inform your assessment of identified markets.
- Assessment reports should present a holistic evaluation of market profitability, scalability, organizational skills, technology stack, advertising channels, campaign structures, target audiences, budget allocation, and optimization strategies.

4. Share test-and-learn recommendations:

- Keep current with AI, Meta, and Google ad trends, and run A/B tests on flagship or beta products for key channels and campaigns. Include suggestions for media, website, analytics, and creative optimization to improve campaign performance.

Scope of Work

The Digital Paid Media Consultant will provide specialised, time-bound advisory services to support UNICEF markets in strengthening profitable and scalable performance marketing and digital fundraising capabilities. The consultancy is structured around defined outputs, including assessments, strategy frameworks, market activation packages, technical reviews, test-and-learn documentation, toolkits, workshops, and a final sustainability roadmap.

The consultant will not be responsible for ongoing day-to-day campaign management or staff-like operational functions. Market teams and/or designated UNICEF personnel remain responsible for implementation, approvals, budget ownership, routine optimisation, and operational decision-making. The consultant's role is to assess, advise, document, recommend and transfer knowledge through agreed deliverables.

1. Support UNICEF markets through strategic performance marketing assessments and advisory recommendations to drive net income growth and improve paid media maturity. Priority markets will be selected based on business goals and opportunities. Primary channels may include Google, Bing and Meta ads. Secondary advisory areas may include AI-enabled channels, GEO, SEO and AEO.

2. Review, assess and provide recommendations regarding paid media account structures, campaign frameworks, audience strategies, measurement approaches, tracking set-up, creative testing, naming conventions, budgeting assumptions and scaling opportunities. Any implementation remains the responsibility of market teams or designated UNICEF personnel.

3. Produce defined consultancy outputs, including discovery reports, media planning packages, technical audit

findings, test-and-learn frameworks, playbooks, SOPs, checklists, workshop materials and a final consolidated recommendations report. Reports and recommendations will be submitted at agreed milestone deadlines, not as repetitive monthly operational reporting.

4. Provide knowledge transfer and capability-building support through documented guidance, limited advisory workshops and recommendations designed to enable markets to independently manage and scale performance marketing activities after the consultancy ends.

Work Assignments Overview	Deliverables/Outputs	Delivery deadline to complete the deliverable
Discovery & Market Prioritisation Report	• Assessment of up to 3–4 priority UNICEF markets • Digital fundraising maturity assessment • Baseline performance benchmark • Gap analysis • Opportunity prioritisation framework	15 November 2026 – 15 days
Performance Marketing Strategy Framework	• Regional paid media strategy • AI, Meta, Google and Bing channel framework • Measurement framework • Revenue growth hypotheses • Priority recommendations	30 November 2026 – 15 days
Market Activation Package (Wave 1)	• Market-specific media plans for selected markets • Audience strategy • Campaign architecture recommendations • Tracking and measurement recommendations	30 November 2026 – 22 days
Technical Audit & Optimisation Review	• Account structure review • Tracking and conversion measurement review • Pixel/CAPI/Enhanced Conversion assessment • Technical recommendations report 1 trip to Chile, 2 days	31 December 2026 – 18 days
Test-and-Learn Framework	• Experimentation roadmap • A/B testing framework • Creative testing framework • Testing prioritisation matrix	31 January 2027 – 18 days
Mid-Term Market Insights Report	• Analysis of findings from initial market engagements • Emerging opportunities • Scaling recommendations • Risk assessment	28 February 2027 – 15 days
Market Activation Package (Wave 2)	• Strategic channel recommendations for an additional set of markets • Media planning package • Optimisation opportunities • Growth recommendations	31 March 2027 – 22 days
AI & Emerging Channels Advisory Package	• Assessment of AI-enabled fundraising opportunities • GEO/AEO recommendations • AI advertising opportunities • Future channel recommendations	30 April 2027 – 18 days
Capacity Building Toolkit	• Paid media playbook • SOP documentation • Checklists • Training materials	31 May 2027 – 20 days

Knowledge Transfer Workshops	• Delivery of advisory training sessions • Workshop materials • Session summaries • Recommendations log 1 trip to Brazil, 2 days	30 June 2027 – 15 days
Sustainability & Scale Framework	• Future operating model recommendations • Scaling framework • Governance recommendations • Market self-sufficiency roadmap	31 August 2027 – 18 days
Final Consultancy Report	• Consolidated assessment report • Key learnings • Revenue growth opportunities • Strategic recommendations • Priority roadmap for 2027–2028	13 October 2027 – 20 days

Payment Schedule:

Payment will be made on submission and acceptance of deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

Important Notes

- Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.
- The selected candidate is solely responsible for ensuring that the health insurance (and visa if applicable) required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.
- UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Minimum requirements:

- Education:
 - An advanced university degree in one of the following fields is required: marketing, computer science, engineering, technology, digital media, or any other relevant areas.

- Alternatively, a first level university degree in a relevant field combined with (2) additional years of qualifying professional experience may be accepted in lieu of the advanced university degree.
- Work Experience:
 - A minimum of 5 years of relevant professional experience in paid media performance marketing or digital fundraising or digital marketing, with a special focus on delivering AI-led digital performance marketing is required.
 - Proven experience is required in paid social (Meta) and paid search (Google, Bing) campaign execution, performance optimization, ad account management, campaign delivery as per desired goals, quality checks, best practice implementation, data-backed analysis, reporting (Automated and manual) with new customer acquisition and income campaigns.
 - Experience in managing long-term and multiple projects simultaneously across 5 or more international geographies (Please do include the list of geographies you managed in your CV or cover letter).
- Language requirement:
 - Fluency in English (and Spanish for LAC markets) is required.
 - Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) is considered as an asset.
- Skills:
 - Hands-on experience of working with AI agents, AI ad features such as Performance Max, Demand Gen, Advantage+, and AI Max, Google Analytics 4, FB CAPI, Google Enhanced Conversions, and pixel and event set-up is required.
 - Familiarity with enterprise management platforms such as programmatic advertising platforms, Netflix Ads, Amazon DSP, and DV360 is considered an asset.

Remarks:

- The application cover letter should include previous successes (ROI, CPA, ROAS, volume of revenue and conversions) of proven paid media performance marketing across geographies and Digital fundraising experience.