

SPECIFIC JOB DESCRIPTION

I. Post Information	
POST NUMBER/ CASE NUMBER: MEX26031 POST/CASE NUMBER OF SUPERVISOR: 112545, Fund Raising Officer REASON FOR CLASSIFICATION: Establishment REGION/DIVISION: Latin America and the Caribbean (LAC) COUNTRY: Mexico DUTY STATION: Mexico City OFFICE: Mexico Country Office SECTION: 5707, PFP Offset Budget, Mexico UNIT: Individual Giving	CATEGORY: General Service (GS) PROPOSED LEVEL: GS-7 JOB TITLE: Senior Fundraising Associate (Database) Functional Code: ICSC CCOG Code:

II. Strategic Office Context and Purpose for the job
The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programs, in advocacy, and in operations. The equity strategy, emphasizing the most disadvantaged and excluded children and families, translates this commitment to children’s rights into action. For UNICEF, equity means that all children have an opportunity to survive, develop, and reach their full potential, without discrimination, bias or favoritism. To the degree that any child has an unequal chance in life — in its social, political, economic, civic and cultural dimensions — her or his rights are violated. There is growing evidence that investing in the health, education and protection of a society’s most disadvantaged citizens — addressing inequity — not only will give all children the opportunity to fulfill their potential but also will lead to sustained growth and stability of countries. This is why the focus on equity is so vital. It accelerates progress towards realizing the human rights of all children, which is the universal mandate of UNICEF, as outlined by the Convention on the Rights of the Child, while also supporting the equitable development of nations. <u>Strategic office context:</u> The Senior Fundraising Associate (Database), (GS-7) is part of the Private Fundraising & Partnerships (PFP) team within the Mexico Country Office. Operating at the intersection of advanced analytics and fundraising strategy, this role sits at the core of the organization's data capability, with deep expertise in predictive and prescriptive modelling, and a working knowledge of the data platform that supports those models. This role responds to the growing need to move beyond descriptive reporting (what happened) toward forward-looking intelligence: anticipating donor behavior, optimizing campaign investment, reducing attrition, and prescribing the best actions to maximize long-term fundraising impact. <u>Purpose for the job:</u>

Under the supervision of the Fundraising Officer (Database), NO-2, the Senior Fundraising Associate (Database), GS-7, implements, executes and maintains the predictive and prescriptive analytical models — including donor churn, propensity-to-give, lifetime-value and next-best-action models — that the Fundraising Officer designs, selects and approves for the Individual Giving program. The Associate prepares and engineers the data and features required by these models, runs recurring scoring pipelines, executes validation and monitoring protocols, and supports approved experimentation (A/B and multivariate testing) to quantify model impact.

The Associate translates model outputs into recurring dashboards, scoring files and preliminary technical observations for the supervisor's review, and supports business users in interpreting and applying model-driven recommendations in their day-to-day work. Decisions concerning analytical methodology, model design, fundraising strategy, investment allocation and material changes to systems or processes remain with the supervisor or relevant professional specialists.

The role also maintains the underlying donor database that feeds these models — working with the Data Engineer on data-platform matters — so that model inputs remain accurate, complete and timely.

III. Key functions, accountabilities and related duties/tasks:

1. Predictive analytics implementation and model execution
 - Implement and execute predictive models — designed and approved by the Fundraising Officer — to forecast donor churn, lapse risk, upgrade potential, and payment-success probability.
 - Implement approved propensity-to-give models to support acquisition campaigns across channels (face-to-face, digital, telemarketing, DRTV).
 - Execute and maintain donor lifetime-value (LTV) models, applying the methodology and parameters defined by the supervisor.
 - Build and run recurring scoring pipelines that apply approved models to generate individual donor-level predictions monthly, integrated into CRM (Salesforce) workflows.
 - Adapt and maintain approved model code (Python/R/SQL) to reflect updated data, parameters, or business rules authorized by the supervisor.
2. Prescriptive analytics and optimization support
 - Implement approved prescriptive models that recommend the next best action for each donor segment (e.g., reactivation channel, upgrade-ask amount, contact timing), following specifications set by the Fundraising Officer.
 - Execute experimental frameworks (A/B and multivariate tests) designed by the supervisor to validate model recommendations, and compile results to quantify incremental impact.
 - Run approved optimization routines (e.g., linear programming, simulation) to support supervisor-defined analyses of budget and resource allocation across channels.
 - Execute scenario-simulation runs, using approved assumptions and parameters, to support strategic planning led by the Fundraising Officer.
3. Data preparation and feature engineering for approved models
 - Extract, clean and transform large datasets from CRM (Salesforce), payment gateways, call-centre platforms, and digital channels, using SQL, Power BI, and Python/R, per specifications approved by the supervisor.

- Build and maintain feature stores that capture donor behavioural signals, transactional history, channel interactions, and engagement patterns required by approved predictive and prescriptive models.
 - Work alongside the Data Engineer to ensure data pipelines deliver high-quality, timely inputs to analytical models.
 - Document data lineage, variable definitions, and model inputs to ensure reproducibility and auditability.
4. Model monitoring, validation and documentation
 - Execute established model-performance monitoring routines: track drift, accuracy decay, and business-impact metrics over time against thresholds set by the supervisor.
 - Maintain versioned model documentation (model cards) — purpose, methodology, assumptions, limitations, and ethical considerations — as directed by the Fundraising Officer.
 - Apply UNICEF data-governance policies and applicable privacy regulations in the handling and use of donor data for modelling purposes.
 - Flag performance exceptions, data-drift indicators, or processing failures to the supervisor, and support the implementation of approved model updates.
 5. Insight communication, campaign data and dashboard support
 - Translate predictive and prescriptive model outputs into clear, actionable dashboards and reports for non-technical audiences (fundraising managers, campaign coordinators), for the supervisor's review and use.
 - Build and maintain interactive dashboards and model-output visualizations in Power BI or Tableau, based on agreed specifications.
 - Prepare campaign audiences, response-propensity scores and campaign-lift extracts derived from approved models, and reconcile campaign responses with CRM and payment information.
 - Support training sessions and knowledge-transfer workshops, under the supervisor's guidance, to build data literacy across the fundraising team.
 6. Donor database administration, data protection and user support
 - Maintain and update donor records in Salesforce and related fundraising systems in accordance with established procedures and data standards.
 - Perform regular data-quality controls (completeness, accuracy, duplication, consistency, timeliness) on the data underpinning analytical models.
 - Support periodic data-cleaning, migration, system-testing and user-acceptance activities by executing approved test cases and documenting results.
 - Provide technical support to fundraising users on established CRM, model-output and reporting processes, and maintain related documentation and standard operating procedures.

Deliverables:

- Monthly donor scoring files (attrition risk, upgrade propensity, LTV segments), generated by approved models and integrated into the CRM.
- Quarterly model-monitoring reports documenting performance, drift and business-impact metrics for the supervisor's review.
- Execution and documentation of approved A/B/multivariate tests supporting at least 4 experiments per year.
- Prescriptive-model outputs (next-best-action, channel and timing recommendations) implemented and delivered on the agreed schedule.

- Feature stores and model-input datasets maintained, documented and reproducible.
- Annual scenario-planning simulation outputs supporting the fundraising budget cycle, run to the supervisor's specifications.
- Updated model cards, data dictionaries and processing documentation maintained in a shared knowledge repository.

IV. Impact of Results

The position will contribute to the Organization goals as it will:

the Senior Fundraising Associate (Database), GS-7, supports UNICEF Mexico's capacity to maintain a reliable, high-quality donor database and to execute the analytical models, segmentation and reporting approved by the Fundraising Officer. By ensuring accurate, timely data and dependable recurring analysis, this role is expected to:

- Support timely retention interventions by maintaining reliable attrition and risk indicators for the supervisor's review.
- Contribute to campaign effectiveness by delivering accurate audiences, extracts and performance reporting on time.
- Support the efficient use of fundraising resources through accurate data preparation and quality-controlled outputs.
- Strengthen data-driven decision-making across the Individual Giving team by providing dependable data and preliminary analysis for the supervisor's interpretation.
- Strengthen UNICEF Mexico's operational resilience by maintaining a well-documented, auditable and governable donor database and set of recurring analytical processes.

The cumulative impact of these contributions supports the UNICEF Mexico Country Office's annual private fundraising goals and, ultimately, the resources available to deliver programmes for children.

V. Capabilities Required

CURRENTLY FOR GS STAFF ONLY

- Solid working knowledge of statistical modelling, machine learning and optimization techniques, sufficient to implement, execute, adapt and validate predictive and prescriptive models designed and approved by the supervisor.
- Proficiency in SQL and data-visualization tools (Power BI/Tableau), and practical ability to run, adapt and troubleshoot approved Python or R model code and scoring pipelines.
- Ability to prepare, clean and engineer the datasets and features required by predictive and prescriptive models, and to conduct defined validation, testing and monitoring protocols.
- Ability to identify model-performance anomalies or data-drift, investigate their causes, and flag them for technical review.
- Ability to translate predictive and prescriptive model outputs into clear analysis and dashboards for non-technical audiences.
- Ability to manage multiple modelling-execution and reporting projects simultaneously, delivering results within agreed timelines.

VI. UNICEF values and competency Required (based on the updated Framework)

i) **Core Values**

- Care
- Respect
- Integrity
- Trust
- Accountability
- Sustainability

ii) **Core Competencies for Staff without Supervisory Responsibilities**

- Demonstrates Self-Awareness and Ethical Awareness (2)
- Works Collaboratively with others (2)
- Builds and Maintains Partnerships (2)
- Innovates and Embraces Change (2)
- Thinks and Acts Strategically (2)
- Drive to achieve impactful results (2)
- Manages ambiguity and complexity (2)

iii) **Functional Competencies (specific to this role)**

- Analyzing (2)
- Applying Technical Expertise (2)
- Planning & Organizing (2)
- Persuading & Influencing (2)

VII. Recruitment Qualifications

Education:	-Completion of secondary education is required. -A first-level university degree (Bachelor's) in Computer Science, Data Science, Statistics, Mathematics, Actuarial Science, Applied Mathematics, or a related field is desirable. -An advanced university degree (Master's) in a related field is considered an asset.
Experience:	• A minimum of 7 years of relevant professional experience in data analysis, applied predictive/prescriptive analytics execution, or CRM/database analytics is required. <u>Three (3) years and an additional two (2) years of experience may be substituted for candidates holding a bachelor's and master's degree, respectively.</u> • Experience implementing, running or adapting predictive analytics models (classification, regression) such as churn,

	propensity scoring, or lifetime-value estimation, under an established or supervised methodology is required. • Experience preparing data and engineering features for machine-learning or statistical models and executing model validation or monitoring routines is required. • Experience executing or supporting data-driven testing frameworks (e.g., A/B testing) designed by others is required. • Experience analyzing or managing large CRM or transactional databases (Salesforce or similar) is required. Highly desirable experience: • Experience in a fundraising, non-profit, subscription-based context is desirable. • Salesforce and Marketing Analytics is desirable. • Cloud data platforms (GCP Big Query, AWS, Azure ML) is desirable.
Language Requirements:	Fluency in Spanish Fluency in English

VIII. Child Safeguarding	
(Please respond with Yes or No)	
Is this role a representative, deputy representative, chief of field office, the most senior child protection role in the office, child safeguarding focal point, or investigator (OIAI)?:	No
Is this post a direct contact role in which incumbent will be in contact with children either face-to-face, or by remote communication, but the communication will not be moderated and relayed by another person?:	No
Is this post a child data role in which incumbent will be manipulating or transmitting personal-identifiable information on children such as names, national id, location data, or photos?:	No
The selected candidate for this position will be required to engage with vulnerable children:	No