

I. Post Information	
Job Title: Fundraising Associate, Donor Retention and Value Maximization Supervisor Title/ Level: Fundraising Officer (Donor Retention and Value Maximization) Organizational Unit: Communication and Fundraising Section Post Location: UNICEF in Romania	Job Level: G-6 Job Profile No.: CCOG Code: Functional Code: Job Classification Level: Contract type: Temporary Appointment (TA)
II. Organizational 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. UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. To save their lives. To defend their rights. To help them fulfill their potential. Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone. And we never give up. For every child, hope Working for UNICEF How can you make a difference? Under the guidance of the direct supervisor, Fundraising Officer (Donor Retention and Value Maximization), the Fundraising Associate, Donor Retention and Value Maximization supports the section through providing a range of procedural, administrative, and operational support in developing, implementing, executing, and monitoring individual donors fundraising activities, ensuring effective and timely delivery that is consistent with UNICEF rules and regulation. <u>Job organizational context:</u> The Fundraising Associate, Donor Retention and Value Maximization, will serve in Romania Country Office. The Associate reports to the Fundraising Officer, Donor Retention, and Value Maximization. <u>Purpose for the job:</u> Under the supervision and guidance of the Fundraising Officer, Donor Retention and Value Maximization, and in close cooperation with the Fundraising Officer, Communication and Fundraising Manager and other relevant team members, the FR Associate assists in planning, implementation, monitoring and evaluation of fundraising	

activities with a focus on individual giving, donor retention and value maximization activities, Salesforce Marketing Cloud donor journeys and donor care activities, campaign optimization, ensuring effective and timely delivery that is consistent with UNICEF rules and regulations.

III. Key functions, accountabilities and related duties/tasks

Summary of key functions/accountabilities

Input to the donor retention and value maximization plan development, planning and execution:

- In collaboration with relevant staff (Fundraising and Communications, Program sections) and external partners (e.g., telemarketing agencies, external content producers, photographers, video content production companies), supports the execution of donor retention and value maximization plan and associated activities
- Works with external vendors, such as telemarketing agencies, photographers, and videographers to produce content for donor care and value maximizations activities
- donor care tasks, responding to requests from private individuals and gathering inputs from relevant team members; Supports the continuous improvement of donor journeys in Salesforce Marketing Cloud, working with relevant team members to monitor results, identify gaps and optimize campaigns. Works with relevant team members to support omnichannel donor retention and engagement efforts
- Based on donor database analysis, supports identifying trends and implementing retention and value maximization activities.

Input to the development and implementation of donor journeys:

- Uses Salesforce Sales Cloud, Marketing Cloud, Partner Community and other tools, to support the smooth running of active donor journeys.
- Assists in setting up, updating and adjusting donor journeys in Salesforce Marketing Cloud, following guidelines and in coordination with relevant team members.
- Supports the ongoing execution, review and monitor of donor journeys, flagging issues or needed adjustments.
- Supports the tracking of donor communication cycles and engagement metrics and suggests improvements.
- Supports the development of donor communication materials, including welcome packages, reports, e-newsletters, direct mailings, brochures, web content, and other engagement tools, collaborating with internal teams and external service providers.
- Facilitates communication with external service providers, such as telemarketing agencies, printers, and digital content producers, to ensure timely execution of campaigns and optimize results.

Input to monitoring, evaluation and optimization of donor value maximization campaigns:

- Supports the monitoring and analysis of donor retention and value maximization campaigns (telemarketing, emailing, etc.) by collecting and compiling data to assist in optimizing and improving results.
- Prepares and submits specific database segmentation requests from TM partners to the Database Management Associate based on predefined criteria such as donor fulfillment rate, payment age, and payment errors
- Assists in tracking and evaluating donor retention and value maximization plan performance, gathering and organizing data on KPIs (donor attrition, conversion rates, revenue from donors, etc.) to facilitate recommendations for improvements
- Supports in Collecting and organizing data from surveys, reports, and articles related to donor behavior to identify trends that support fundraising strategies and donor retention efforts
- Supports data analysis efforts by compiling reports on donor trends, identifying opportunities (e.g., untapped segments) and risks (e.g., underperforming donor types), and providing input on donor performance insights
- Supports the revision and segmentation criteria for donor value maximization campaigns, assisting in refining donor groupings and reporting processes to enhance campaign efficiency
- Supports in preparing lessons learned reviews of donor retention and value maximization campaigns by consolidating feedback and preparing summary reports to assist in future campaign optimization.

IV. Impact of Results

The efficiency and effectiveness of the support provided by the Fundraising Associate, Donor Retention and Value Maximization to the development, implementation and monitoring of individual sector fundraising facilitates the delivery of concrete and sustainable results for the Communication and Fundraising section, which in turn enhances the offices and UNICEF's capacity in helping the most vulnerable women and children.

V. Competencies and level of proficiency required (based on UNICEF Professional Competency Profiles)

<u>Core Values</u> ▪ Commitment ▪ Diversity and inclusion ▪ Integrity <u>Core competencies</u> ▪ Communication (II) ▪ Working with people (II) ▪ Drive for results (II)	<u>Functional Competencies:</u> ▪ Analyzing (II) ▪ Applying technical expertise (II) ▪ Planning and organizing (II) ▪ Following Instructions and Procedures (II)
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VI. Recruitment Qualifications	
Education:	Completion of secondary education, preferably supplemented by technical or university courses related to the work of statistics, economics, marketing, public relations, communication, social sciences, humanities, fundraising or another relevant field. Higher academic degrees will be considered in lieu of GS experience.
Experience:	A combination of education and professional experience totaling six years is required, including roles in sales, donor or customer services, fundraising or administration. If the applicant has a Bachelors, it replaces 3 years of experience. If the applicant has a master's degree, it replaces an additional 2 years of experience.
Language Requirements:	Native Romanian, and fluency in English, spoken and written, are required.
Knowledge, expertise and skills:	Good Knowledge of donor management CRM (e.g. Salesforce), Excel, platforms used for data analysis & reporting Advanced computer skills, including internet navigation and various office applications, especially excel files. Demonstrates strong written and verbal communication skills, effectively conveying information to colleagues, partners, and donors as needed. Has a basic understanding of fundraising principles and applies this knowledge to support donor engagement and retention efforts. Demonstrates networking and client service skills