

TERMS OF REFERENCE

TITLE – *Digital Data Analyst EAP Region*

CONTRACT MODALITY Individual Consultancy

DUTY STATION Rome, Italy, Remote

DURATION OF CONTRACT 12 months

Purpose of Assignment

UNICEF is one of the most admired organizations globally, impacting the lives of children in almost every country of the world. Your work with UNICEF will enable this life-saving and critical work in the most direct way: by raising money that lets us help the most difficult to reach.

UNICEF is at an exciting time as it expands its digital footprint, and we need great professionals to support this challenge. This role is an opportunity to take UNICEF's fundraising to the next level. Come and help save and nurture children's lives.

UNICEF is looking for a Digital Data Analyst to work closely with our Global Data and Insights team, which sits within the Individual Giving Unit (IG), Division of Private Fundraising and Partnerships (PFP), to support a digital transformation journey aimed at increasing revenues and making an impact on children's lives around the world. The Digital Data Analyst will support the IG team remotely, a highly committed and performance-driven team, responsible for overseeing a fundraising program that delivers over one billion dollars of income every year.

The Digital Data Analyst will be responsible for implementing and developing complete and complex data models for donor acquisition and retention that will become a global standard for UNICEF IG team in the EAP region. With those data models as the foundation the Digital Data Analyst will be creating other data products like Dashboards, Machine Learning (ML) models and will ensure that all products are future-proof and AI-ready.

Scope of Work

The Digital data analyst EAP is expected to:

- Act as a subject matter expert in data analytics and GCP/Salesforce data technologies for digital channels.
- Work with client teams to design and implement modern, scalable data solutions using a range of new and emerging technologies from the Google Cloud Platform and Databricks.
- Work within an Agile environment.

- Build and deliver Data and reporting solutions using GCP products and offerings.
- Build and deliver data models that enable integrated donor feature base which will enable powerful propensity models based on multiple channel and behavioral data point that are easily replicable.

Key responsibilities and main tasks include the following:

Analytics Reporting and Insights Generation

- Support key markets with advanced analytic solutions in order to tackle business problems such as online conversion rate increase, hypothesis generation for AB testing, path to conversion of digital advertising channels and Marketing Mix Modelling techniques to measure incremental gains from all fundraising channels including offline channels such as DRTV and Face to Face.
- Build digital analytic dashboards that include all paid marketing activity, email and other campaign performance and generate insights that improve online revenue.
- Collaborate with the Marketing Activation and Paid media teams to measure digital performance (website content, Search Engine Marketing advertising and email communications, a/b testing) for global campaigns and provide recommendations to optimize performance.
- Work with IG team colleagues to improve donor engagement and retention activities by using various data sources (CRM, Payment, Online).
- Create a regional dashboard that monitors performance across your region.

Digital Analytics and Fundraising

- Provide specialist digital analytics and fundraising knowledge to PFP staff in Fundraising Services, Market Development (and wider).
- Provide input into PFP's overall strategic planning with digital analytics strategy and support this strategy with National Committees and country offices.
- Provide specialist digital local knowledge to UNICEF National Committees and country offices in the assigned region as required.
- Support markets in maximizing opportunities through leveraging digital marketing tools and technology.

Analytics and Tracking

- Manage and implement digital analytics, champion first party data tracking methodologies and have a strong understanding of data collection best practices for GA4 360 in line with Global Data and Analytics team standards and recommendations.

- Strong understanding of digital analytics data and how it can be used and blended with other first party data sources to provide a holistic donor 360 view.
- Ability to work in Google Big Query environment and build, develop and maintain data models, reporting systems, data automation systems, dashboards and performance metrics that support in-market acquisition and retention efforts (desirable).
- Be part of the implementation team on the roadmap for global digital technology solutions including the global online fundraising platform, email platform, analytics platform, etc.

Support the Digital Talent & Knowledge Management Strategy by:

- Actively participate in the creation of a global digital analytics community of skilled & engaged professionals that grow, learn, and achieve outstanding results together.
- Leverage Knowledge Management for improved digital analytics results, identifying, sharing, and replicating case studies and best practices across markets.

Work Assignments Overview	Deliverables/Outputs	Delivery deadline
Analytics Reporting and Insights Generation - Support key markets with advanced analytic solutions in order to tackle business problems.	Deliverable 1 Advanced analytic solutions are delivered, hypothesis generation for AB testing, and path to conversion of digital advertising channels resulting to improve online conversion rates.	18 January 2027 – 20 days
Analytics Reporting and Insights Generation - Support key markets with advanced analytic solutions in order to tackle business problems.	Deliverable 2 Digital analytic dashboards are developed, collaborating with marketing teams.	18 February 2027 – 20 days
Analytics Reporting and Insights Generation - Support key markets with advanced analytic solutions in order to tackle business problems.	Deliverable 3 Digital analytic dashboards are delivered, using path to conversion and Marketing Mix Modelling techniques to measure incremental gains from all fundraising channels and inform channel optimisation. Aim for 3 markets in your region.	18 March 2027 – 20 days

Digital Analytics and Fundraising - Provide specialist digital analytics and fundraising knowledge to PFP staff in Fundraising Services, Market Development (and wider).	Deliverable 4 Recommendation report is delivered, to optimize digital performance, website content, Search Engine Marketing advertising, and email communications for global campaigns.	18 April 2027 – 20 days
Digital Analytics and Fundraising - Provide specialist digital analytics and fundraising knowledge to PFP staff in Fundraising Services, Market Development (and wider).	Deliverable 5 One Insightful Report is documented and completed - generate one insightful report and documentation that outlines key findings and actionable recommendations based on the analysis of donor behavior and fundraising optimization.	18 May 2027 – 20 days
Digital Analytics and Fundraising - Provide specialist digital analytics and fundraising knowledge to PFP staff in Fundraising Services, Market Development (and wider).	Deliverable 6 Donor engagement and retention activities dashboard/report is delivered, by working together with IG team colleagues, using various data sources (CRM, Payment, Online). Aim for 3 SES markets in your region.	18 June 2027 – 20 days
Analytics and Tracking - Implement digital analytics, champion first-party data tracking methodologies and best practices	Deliverable 7 Provide input into PFP's overall strategic planning with a digital analytics strategy.	18 July 2027 – 20 days
Analytics and Tracking - Implement digital analytics, champion first-party data tracking methodologies and best practices	Deliverable 8 Implement the strategy to achieve specific goals, such as improving website traffic, optimizing digital campaigns, and increasing donor conversion rate by 7-10%.	18 August 2027 – 20 days
Analytics and Tracking - Implement digital analytics, champion first-party data tracking methodologies and best practices	Deliverable 9 Leverage Knowledge Management for improved digital analytics results by identifying, sharing, and replicating at least three case studies (tracking, reporting,	18 September 2027 – 20 days

	analytics product) and best practices across markets.	
Analytics and Tracking - Implement digital analytics, champion first-party data tracking methodologies and best practices	Deliverable 10 Data collection best practices are developed, as well as a strategy for their implementation.	18 October 2027 – 20 days
Analytics and Tracking - Implement digital analytics, champion first-party data tracking methodologies and best practices	Deliverable 11 Data collection best practices are delivered; implement digital analytics, champion first-party data tracking methodologies.	18 November 2027 – 20 days
Digital Talent & Knowledge Management - Actively participate in the digital fundraising community. Identifying, sharing, and replicating case studies and best practices across markets	Deliverable 12 Data models, reporting systems, data automation systems, dashboards, and performance metrics that support inmarket acquisition and retention efforts, are developed and maintained.	18 December 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:** Bachelor's in Computer Science, Statistics, Mathematics, IT, or any other related field
 - **Work Experience:** 5 years of progressively responsible professional work experience in data and analytics.
 - **Skills:**
 - Experience in cloud technologies, in particular Google Analytics 4, BigQuery is required.
 - Strong SQL knowledge and experience working with relational and non-relational databases is required.
 - Strong communication skills are required, with the ability to convey complex information in a clear and understandable manner.
 - Experience in building analytics dashboards and using data to drive insights for campaign optimization is highly desirable.
 - **Language Requirements:** Fluency in English and Spanish is required. Knowledge of other official UN language (Arabic, Chinese, French, Russian) is considered as an asset.
 - **Desirables:**
 - A strong willingness to learn new technologies and stay up to date with trends in the fundraising space
 - Ability to explain marketing solutions and data to nontechnical colleagues.
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