



Classified Job Descriptions

Job Description Type:	Specific Job Description	Region:	EAPR
Category:	NO (National Officers)	Country:	Thailand
Reason for Classification:	Establishment of a new post	Duty Station:	Bangkok
Level:	NOB	Office:	Thailand Country Office
Title:	Fund Raising Officer	Section:	Private Sector Fundraising and Partnerships
Title Information in Parenthesis:	Product Development	Unit:	Private Sector Fundraising and Partnerships
CCOG Code:	1A10	Case Number:	THL26002
UNICEF Code:	FRA	Post Number:	
Classified by:		Classified Date:	9/10/2025

Organizational Context:

The Private Sector Fundraising and Partnerships team in the Thailand country office aims to increase the trust of donors and partners to collaboratively drive meaningful change in the lives of children both today and in the future. The primary objective of the team is to raise funds to support UNICEF's programmes for children in Thailand, globally and for emergency response, with a five-year revenue growth target. The strategy includes strengthening brand relevance, deepening audience engagement, and enhancing integration across fundraising, communications, and programmatic efforts. The strategy is underpinned by key pillars such as innovation and testing of new donor products, leveraging AI and digital tools, audience-centric engagement, cost management, and unified messaging across all channels.

As a central driver of innovation within the PSFR team, the Fundraising Officer (Product Development) plays a pivotal role in translating strategic vision into tangible fundraising solutions. Anchored in the team's broader goals to diversify income streams, deepen audience engagement, and accelerate growth through segmentation and funnel-based marketing approaches, this role leads the end-to-end lifecycle of fundraising products—from ideation and market analysis to launch and optimization. By aligning product strategies with evolving donor behaviors and UNICEF's mission, the incumbent ensures that offerings are not only responsive to market needs but also scalable and impactful. Their leadership of cross-functional teams fosters collaboration across communications, digital, and donor engagement units, ensuring that each product contributes meaningfully to the organization's revenue targets and strategic ambitions for 2026–2030.

Purpose of the Job:

In the center of the PSFR team, the Fundraising Officer (Product Development) leads the product development and Innovation function, develops product roadmaps, manages product lifecycles, allocates resources, and ensures alignment with market and audience needs and organizational goals. Specifically, the incumbent will guide the success of a product and lead the cross-functional team that is responsible for improving it. This role is essential in driving the organization's growth, enhancing its impact, and fostering innovation. The incumbent will develop product strategies, analyze market trends to inform product development, and ensure that products meet customer needs. Responsibilities include leading the development and improvement of products that support UNICEF's mission and goals. The incumbent will work closely with other teams to ensure that product management aligns with organizational objectives.

Key functions, accountabilities and related duties/tasks:

Product Management

- Understand and report on product performance and identify gaps and improvements
- Guide product development, ensuring that it aligns with organizational objectives.
- Lead the product team, providing coaching, training, and support to achieve performance targets.
- Develop product strategies, leveraging market research and data-driven insights.
- Ensure that products meet customer needs, taking into account donor feedback, insights and industry best practices.

Strategic Planning and Analysis

- Conduct market research to identify trends and opportunities for product development.
- Use data-driven insights to develop and implement innovative solutions that address organizational challenges.
- Develop business cases for product initiatives, ensuring that they are financially viable and aligned with organizational objectives.
- Participate in annual planning and budget planning processes to secure resources for product initiatives.

Stakeholder Management and Risk Management

- Build and maintain relationships with key stakeholders, both internal and external, to ensure effective product management operations.
- Manage risks associated with product activities and escalate issues as necessary.
- Ensure compliance with relevant regulations and standards related to product management operations.

Other Responsibilities

- Participate in knowledge-sharing platforms and processes to support the Digital Talent & Knowledge Management Strategy.
- Provide technical expertise in product management tools and techniques.
- Support the development of investment plans and business cases as required.

Key expected deliverables

- Successful development and improvement of products that support UNICEF's mission and goals.
- Comprehensive and actionable reports on product initiative performance.
- Enhanced collaboration and coordination within the organization.
- A culture of innovation that encourages creativity and risk-taking.

Impact of Results:

- The Private Sector Plan developed for the country office is aligned with UNICEF's global private sector strategy and is translated into concrete plans and measurable goals.
- Goals set out in the country office's Private Sector Plan are achieved, which will help enable UNICEF to achieve programme goals at national and global levels.
- The private sector team is motivated, performing at its best and achieving results.
- Decisions are made effectively on fundraising and partnership strategies. Plans are implemented, managed, monitored and evaluated efficiently and effectively in order to maximize results.
- PSFR roles and responsibilities in the country office are clear for all staff to contribute and ensures the entire country office collaborates to achieve PSFR goals.

Competencies and level of proficiency required:

Core Values:

Care
Respect
Integrity
Trust
Accountability
Sustainability

Core Competencies:

Demonstrates self-awareness and ethical awareness (1)
Works collaboratively with others (1)

- Builds and maintains partnership (1)
- Innovates and embraces change (1)
- Thinks and acts strategically (1)
- Drive to achieve results for impact (1)
- Manages ambiguity and complexity (1)

Recruitment Qualifications:

Education requirement: A first level university degree in Business Administration, Marketing, Communications, or a related field is required. Additional training in a related field is an asset

Experience required: A minimum of two years of progressively responsible work experience in product management, with a proven track record of developing and launching successful products. Experience in the private sector or a similar industry.

Experience in, and knowledge of, the country context is an asset.

Relevant marketing experience, especially digital marketing, will be considered as contributing to this work experience.

Product Research, Development and Omni Channel Journey Design Experience.

Familiarity with the private sector.

International fundraising experience is an asset.

Previous managerial experience, including leading teams, projects, or cross-functional initiatives is essential.

Language requirements: Fluency in Thai and English is required (written and spoken).

Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) is an asset.

Capabilities Required:

Excellent communications and negotiation skills, verbal and written, with the skills to influence and align diverse stakeholders.

High level of creativity and innovation in product design, with meticulous attention to detail and audience experience.

Proven ability in the research, development and launch of new fundraising or commercial products using audience insights and market intelligence.

Experience with developing Business Cases to secure leadership and stakeholder endorsement.

Ability to prioritize effectively aligned to audience needs and business goals.

Understanding of UX principles, journey design and best practice.

Strong business acumen and data driven mindset.

Ability to think critically and adapt to changing market conditions and donor behaviors.

Proactive approach with a growth mindset.

Flexibility and motivation to achieve product management goals and objectives.

Proficiency in Microsoft Office Suite and other relevant software tools.

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

No

information on children such as names, national ID, location data, or photos)?:

The selected candidate for this position will be required to engage with vulnerable children: No

Competencies and level of proficiency required:

Recruitment Qualifications:

Attachments:

Print

