



## Classified Job Descriptions

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| Job Description Type:                                     | Specific Job Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Region:          | <a href="#">ROSA</a>  |
| Category:                                                 | <a href="#">GS (General Services)</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Country:         | <a href="#">India</a> |
| Reason for Classification:                                | Revised responsibilities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Duty Station:    | New Delhi             |
| Level:                                                    | <a href="#">G-6</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Office:          |                       |
| Title:                                                    | Fund Raising Associate                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Section:         |                       |
| Title Information in Parenthesis:                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Unit:            |                       |
| CCOG Code:                                                | 2201i                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Case Number:     |                       |
| UNICEF Code:                                              | FRA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Post Number:     | 104249                |
|                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Classified Date: | 9/30/2026             |
| Organizational Context:                                   | <p>This post is located within the Individual Giving (IG) team of the Resource Mobilization and Partnerships (RMP) section, UNICEF India Country Office. The IG programme is one of UNICEF's largest individual giving acquisition operations globally, focused on acquiring quality pledge (regular monthly) donors to build a sustainable, diversified income base for children. Acquisition is delivered through a mix of offline (Face-to-Face, telemarketing) and online (digital) channels, in partnership with contracted fundraising agencies and deployed field teams across multiple states and locations, including airport and corporate activation sites. The Fund Raising Associate (Acquisition) sits at the operational centre of this programme, supporting strategy implementation, agency and vendor coordination, budget and payment processing, compliance and permissions, performance monitoring, and data and reporting across channels.</p>                                                        |                  |                       |
| Purpose of the Job:                                       | <p>Under the general supervision of the Fundraising Manager and the direct supervision of the Fundraising Officer (Acquisition), the incumbent will assist in developing fundraising strategic plans, implementation and monitoring of individual giving (one-time and pledge) donor acquisition activities. This includes using channels such as offline (traditional - F2F and TM) and online (digital) individual giving channels to acquire quality individual donors to ensure the growth of pledge donors to achieve an ultimate goal of maximizing the number of new donors acquired and the related net income. The role requires practical fundraising experience to effectively support agency-delivered acquisition campaigns and the growth of quality pledge donors.</p>                                                                                                                                                                                                                                       |                  |                       |
| Key functions, accountabilities and related duties/tasks: | <ul style="list-style-type: none"><li>• Assist in developing donor acquisition strategies/tests, and implementation using direct marketing, Face to Face, tele calling and other offline (traditional) and online (digital) channels/platforms to acquire quality individual donors.</li><li>• Assist in drafting project documents, agency work plans, budgets, proposals on implementation arrangements, and support coordination of related contractual and administrative processes (e.g., LTA &amp; PO and amendments) with relevant sections such as Supply/Procurement and Finance, including support to budget tracking and timely processing of payments.</li><li>• Assist in carrying out related operational tasks for achieving campaign results, ensuring activities and campaign coding are as per agreed plan, and make amendments and alterations as per section revisions when necessary, including support to the implementation of standard operating procedures and compliance documentation.</li></ul> |                  |                       |

- Provide support in organizing day to day briefing and dealing with contractors, suppliers, outsourced staff (including deployed consultants) and relevant personnel within and/or outside the office to further assist in developing well-planned audience-centric communication materials and implement donor acquisition campaigns through F2F, TM and other offline and online channels to persuade individuals to become a regular monthly pledge donor.
- Use Individual Giving (IG) team resources to provide support on evaluation of the performance of each activity and support presentation of expenditure and budget and progress against plans.
- Assist in identifying new fundraising opportunities and create plans to implement them including support to new sub-channels related permissions and partnerships, and adoption of innovative acquisition approaches.
- Provide support in research, analyze, verify, and synthesize data and information, using tools such as Salesforce and Power BI, to assist in the preparation of fundraising performance reports and to support the office in optimizing existing and new channels. Also, assist in identifying best practices and lessons learnt to support knowledge development and capacity building in the area of work.
- Support capacity development activities related to performance monitoring and quality assurance for contractors, suppliers and outsources, and support cross-functional coordination with state offices and internal sections as required. This also includes supporting training and capacity-building for fundraisers, maintaining training repositories materials and participating on exercises pertaining to program processes.
- Provide overall administrative support to the team such as managing correspondence, arranging meetings and drafting related minutes and action points, supporting invoice processing, and maintaining documentation on digital platforms (e.g., ECM/OneDrive), etc.
- Perform other duties, as required.

#### Impact of Results:

The type of decisions regularly made and the impact of those decisions.

Decides on day-to-day operational issues that have been already broadly approved by the supervisor. Briefing of and coordination with contractors and suppliers shall be based on the agreed direction, conditions and objectives. Any error in decision-making may result in short-term impact on the goodwill generated.

The type of recommendations regularly made and why these are important.

The incumbent is expected to provide the supervisor with recommendations on alternatives and ways within the framework of the organization's established rules and regulations to improve the function under his/her responsibility for better effectiveness and efficiency of the unit and the office.

The most damaging error(s) that could be made in the work and the consequences they would have.

Lack of understanding of UNICEF's needs and fundraising guidelines and an incorrect approach would lead to ineffectiveness of fundraising delivery and misuse of financial resources. Ineffective coordination and management of suppliers can result in delays and impact on IG fundraising revenue. It may also impact relationships with suppliers, and subsequently UNICEF's reputation.

#### Capabilities required:

1. Project Management (3)
  - Create project plans, objectives and deliverables
  - Track and organize resources like time, budget, and team efforts
  - Identify and report potential risks for further guidance

## 2. Collaboration (3)

- Navigate organizational dynamics and adapt behavior to respond to different situations
- Choose appropriate words, tone and tailors' messages respectfully and persuasively to suit different audiences
- Write clear, concise and well-structured reports and documents using appropriate language
- Pay close attention to what others are saying, asking questions for clarification
- Present ideas and information clearly in front of groups

## 3. Problem Solving (3)

- Analyze data, identify trends, patterns and anomalies
- Evaluate information, analyze problems, identify underlying causes and risks
- Summarize and communicate findings, focusing on actionable insights to support decision-making
- Make decisions in time-sensitive situations, even with incomplete information
- Assess the potential impact of solutions (costs, benefits and risks)

## 4. Digital Dexterity (3)

- Utilize AI-powered tools and platforms to automate data analysis
- Apply prompts to improve the quality of reports and data, ensuring alignment with internal regulations and policies
- Use specialist technology business systems and software
- Analyze and summarize data from various business systems to generate reports and insights

Competencies and level of proficiency required:

### Core Values

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

### Core Competencies for Staff without Supervisory Responsibilities:

- Demonstrates Self Awareness and Ethical Awareness (1)
- Works Collaboratively with Others (1)
- Builds and Maintains Partnerships (1)
- Innovates and Embraces Change (1)
- Thinks and Acts Strategically (1)
- Drive to Achieve Impactful Results (1)
- Manages Ambiguity and Complexity (1)

Recruitment Qualifications:

Education: Completion of secondary education is required. Technical or university courses related to the field of work (sales/marketing, fundraising, business administration or similar) are an asset.

Experience: A minimum of six years of relevant experience in fundraising is required. Experience in sales, marketing or direct-response campaigns is an asset. This should be combined with administrative work experience.

A bachelor's degree from a recognized academic institution in a relevant field may replace three years of related work experience. A master's degree may replace an additional two years.

Language Requirements: Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.

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 (OIA)?:

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

Competencies and level of proficiency required:

Recruitment Qualifications:

Print