

TERMS OF REFERENCE

TITLE – *Consultant - Digital Analytics Implementation Specialist*

CONTRACT MODALITY Individual Consultancy

DUTY STATION (Italy/Rome) - Remote

DURATION OF CONTRACT 12 months

Purpose of Assignment

UNICEF seeks to hire a talented Senior Digital Analytics Implementation Specialist who has strong knowledge of Google Analytics, Tag Manager, Optimizely, Hotjar, Google Cloud Platform, and Salesforce to deliver the best possible analytics Implementations in the digital industry and apply rigorous analytics to help our paid media teams assess the effectiveness and impact of their media efforts, and our web platform team to improve our digital customer journey.

As a Data and Analytics Implementation Specialist, you will be focused on supporting rapid response insights and tag management solutions of our NATCOM, country offices and/or Global Initiatives in selected markets. You will provide technical analytics direction on digital fundraising campaigns such as Accelerate Acquisition, marketing channel attribution, and marketing automation, with a focus on improving donor experience, while managing and democratizing our global digital measurement framework with a particular focus on our first-party data collection strategy. You will also be part of a growing, multi-faceted analytics, data, and insights team that develops advanced analytic solutions for our markets across the globe.

We aim to combine our deep media platform knowledge, analytics expertise, and sharp fundraising acumen to understand the drivers of performance, with the goal of improving our revenue by 3X in the next 2 years. This role will be a key asset for the global Digital Fundraising team, contributing substantially to its digital revenue growth and taking digital fundraising to an advanced level.

Scope of Work

You will be responsible for developing analytics implementation solutions to help improve the end-to-end donor experience.

- Own and manage Digital Analytics (Google Analytics), and Media Analytics implementation, including GA4 implementation, Google Ads, META ads via GTM, and datalayer debugging.
- Implement Digital Analytics (Google Analytics), CRO (A/B tests), and Paid Media pixels (Google Ads, DCM, TikTok, etc.).
- Own and manage all custom data pipelines in Google Big Query.
- Ensure data integrity, accuracy, and tagging in line with best practices and global standards.
- Understand multiple data sources and develop methodologies for joining data to relevant use cases.
- Contribute to building effective process management, quality checks, and reducing product and execution inefficiencies.
- Collaborate with PFP teams, UNICEF offices, and ICTD for strategic projects such as the Google Marketing Platform, Digital Transformation, Google Cloud Data Hub, and the CRM project. Be comfortable working with developers.
- Identify gaps, architect solutions, and provide optimization recommendations that drive digital fundraising campaigns and objectives.
- Develop server-side tracking solutions via Google Tag Manager for tag deployment in production environments.

- Understand GDPR and consent mode v2 implementation across the Google ecosystem.
- Have experience using Cloud Run to update Python data pipelines, Dataform, and Networking.
- Work closely with leading media partners such as Google, Facebook, TikTok, and other data partners to take advantage of new measurement features (FB CAPI, Google Enhanced Conversions) and learning opportunities.
- Work with various internal stakeholders to ensure projects are completed in a timely manner.
- Stay in touch with market needs and industry trends to identify pain points and gaps.
- Ensure the timely and high-quality completion of deliverables as requested.
- Document best practices and seek out opportunities to improve existing processes.
- Provide thought leadership and guidance in the development of market-facing presentations and results readouts.

Work Assignments Overview	Deliverables/Outputs	Delivery deadline
Marketing and Analytics Implementation Support - such as Digital Analytics (Google Analytics) and Paid Media pixels (Google Ads, DCM, TikTok, etc.) for AA markets.	Deliverable 1 • Support 4 NATCOM/CO markets regarding analytics and marketing implementation (i.e., Facebook and Google Ads pixels, GA4 tag configuration) requests. • Implement new measurement features for external payment providers as part of our Accelerate Acquisition efforts.	17 December 2027 – 48 days
GGP2 datalayer and GTM design, implementation, and productionization for global roll-out and implementation support across markets.	Deliverable 2 • Design a global datalayer for the GGP2 platforms. • Design GTM zones to accommodate pixel deployment on different markets that adopt our global CMS. • Ensure Optimizely implementation within the new CMS Ensure data standardization across our global technology ecosystem (CMS, CRM, A/B testing, Payment provider).	17 December 2027 – 48 days
Google Cloud Platform data ingestion support and pipeline development.	Deliverable 3 Deliver 6 data pipelines for the Accelerate Retention Program in Google Cloud Platform (BigQuery, Google Cloud Storage, etc.), ensuring that all the necessary	17 December 2027 – 48 days

	<p>data sources are enabled for the Paid Media dashboard. Also include data activation layer for META and Google Ads channel and ensure appropriate maintenance and security layers are applied. • Develop end-to-end data pipelines to productionize the Donor 360 project in Google Cloud Platform for 2 markets. Develop one end-to-end data pipeline for onboarding SES (Salesforce SalesCloud) data into Google Cloud Platform</p>	
Implementation and technical review support for Accelerate Acquisition program.	<p>Deliverable 4 • Support 6 Accelerate Acquisition projects by reviewing the data collection and quality for Google Analytics, Google Tag Manager (client and server), marketing platforms, and CRM match rates. • Support 6 Accelerate Acquisition (or AA2.0) projects by reviewing the data collection and data quality of the data sources in Google Cloud Platform BigQuery, ensuring the tables are available, active, and up to date.</p>	17 December 2027 – 48 days
Knowledge & Best Practices Sharing - identifying, sharing, and replicating all successful case studies in markets.	<p>Deliverable 5 Develop a mini-series of 2 training videos focused on GA4, GTM, and/or GCP for our Skill Academy. Each video should be approximately 5 to 10 minutes long and cover hands-on topics demonstrating how to perform specific operational tasks within these platforms. Document best practices and create 3 guides to improve existing processes or implement new capabilities.</p>	17 December 2027 – 48 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:** An advanced university degree (Master's degree or higher) in Mathematics, Statistics, Economics, Computer Science, Engineering, or equivalent fields is required. Alternatively, a first-level university degree (Bachelor's degree or higher) with an additional 2 years of experience in relevant fields may be accepted in lieu of an advanced university degree.
- **Work Experience:** A minimum of five years of progressive experience in the following fields: Google Analytics, GTM, data pipeline setup for digital tools such as BigQuery data warehouse, Salesforce Marketing Cloud, Facebook Capi, Google Ads, programmatic, display ads, Optimize 360, or Optimizely implementation is required. At least three of those years must include hands-on expertise in Google Analytics, with experience working in Google BigQuery environments is required.
 - Experience in implementing and managing Google Analytics (GA360) for large brands is required.
 - Experience working with paid media data, including but not limited to DCM data, Google analytics 360 data, QA, and data validation in warehouse environments, is required.
 - Experience working with Cloud Platform environments and data warehouses such as BigQuery Data Warehouse or Microsoft Azure is required.
 - Experience in writing SQL and Python.
- **Skills:** Understanding of GA4 360/Big Query/Data Activation/Data Models/Data Pipelines is required.

- **Language Requirements:** Fluency in English is required. Knowledge of another UN language is desirable.

- **Desirables(If provided in the TOR):**

- Experience working directly with business users to build reports, dashboards, and solve business questions with data is desirable.
 - Prior experience in a UN organization is desirable.
 - Experience working with JIRA is an asset.
 - Ability to lead one's own projects and work independently once given a direction is an asset. - Understanding the media ads tracking principle as well as the cross-platform data integration technology is an asset.
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