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TERMS OF REFERENCE

International Consultant – IG Systems (UNIQ) Success Specialist EAP Region

CONTRACT MODALITY	Individual Consultancy
DUTY STATION	**Rome, Italy, Remote with travel**
DURATION OF CONTRACT	**12 months**

Purpose of Assignment

The Private Sector Fundraising and Partnerships Section (PSFP) within the UNICEF Division of Private Fundraising and Partnerships (PFP) works with National Committees and UNICEF Country Offices to maximize revenue and drive income growth. The Individual Giving team provides strategic support as well as supporting the delivery and development of a standardized technical solution stack involving CMS, CRM and Data components, collectively known as the UNIQ system. This system is critical for UNICEF Individual Giving markets around the world to attract and retain donors through a best in class donation experience.

The IG systems success specialist will support UNICEF Individual Giving markets in the Asia pacific (EAP) region through enabling users to extract maximum performance out the technology provided (Optimizely CMS, Salesforce sales cloud, Salesforce Marketing Cloud and Data platforms). They will provide guidance, training, and by working closely with IG team members such as the UNIQ product owner and Marketing cloud strategists, assistance in the development of new features and functionalities which enable donors to become more engaged with UNICEF's mission and in doing so raises increasing funds for children worldwide.

Scope of Work:

- Serve as the UNIQ Success Specialist for UNICEF Individual Giving markets in the East Asia and Pacific region, providing hands-on functional guidance, training and support across Optimizely CMS, Salesforce Sales Cloud, Salesforce Marketing Cloud and associated data platforms.
- Support country offices before, during and after implementation and go-live, helping users adopt the platforms, apply good practice and resolve business-as-usual issues.
- Assess current fundraising, marketing and supporter-management processes in country offices and translate market needs into clear business requirements and user stories.
- Analyse and categorize requirements as local enhancements or global core functionality, and provide market-informed input into solution design, prioritization, sprint planning and backlog refinement.
- Work with the UNIQ Product Owner, Marketing Cloud strategists, technical teams, regional colleagues, country offices and vendors to bridge business needs and technical constraints and to ensure coordinated delivery.
- Advise markets on the effective use of supporter journeys, segmentation, reporting, data structures, data flows, testing and governance to improve donor engagement, conversion, retention and fundraising performance.
- Provide training, coaching, documentation, readiness guidance and reusable best-practice materials that build sustainable capability within participating country offices.
- Support user acceptance testing, implementation readiness and the controlled introduction of new features and functionality, documenting issues, recommendations and lessons learned.
- Use cost, return on investment and operational feasibility to inform recommendations to business and product owners, including where local payment, platform or integration considerations apply.
- Monitor adoption, recurring support needs and market feedback; provide regular progress updates and recommendations to the supervisor and relevant governance forums.
- Ensure that learning from EAP markets is captured and incorporated into global UNIQ standards, product development and support practices, while relevant global good practice is consistently shared across the region.

Work Assignments Overview	Deliverables/Outputs	Delivery deadline to complete the deliverable
UNIQ Market Enablement and Success – EAP • Phased support for Markets 1–5 • User onboarding, training and coaching • Adoption and business-process improvement • BAU support and issue coordination • Readiness and post-go-live support • Regional learning and reusable guidance	**Month 1: Regional Inception and Five-Market Baseline** 1. Approved inception report defining engagement approach, support channels, governance and the sequence for Markets 1–5. 2. Five-market baseline matrix documenting platform status, user capability, adoption, priority processes, current issues and support needs. Validated 12-month market-engagement schedule and initial risk, issue and dependency log.	By 15 February 2027
	Month 2: Market 1 Onboarding and Action Plan 1. Market 1 stakeholder and user map, onboarding record and agreed ways of working. 2. Market 1 needs assessment covering key fundraising processes, platform use, capability gaps and priority support requests. Approved Market 1 action plan with training schedule, support actions, owners and target dates.	By 15 March 2027
	Month 3: Market 1 Enablement and Market 2 Onboarding 1. Market 1 training package and completed	By 15 April 2027

	training sessions, evidenced by attendance, participant feedback and follow-up actions. 2. Market 1 adoption and support tracker showing user progress, resolved issues and outstanding actions. Market 2 needs assessment and approved action plan with training and support priorities.	
	Month 4: Market 2 Enablement and Market 1 Follow-Up 1. Market 2 role-based training materials and completed practical training sessions with attendance and feedback records. 2. Market 2 user guidance covering priority supporter journeys, segmentation, reporting and agreed working practices. Market 1 follow-up review documenting adoption progress, recurring issues, completed actions and next-step recommendations.	By 15 May 2027
	Month 5: Market 3 Onboarding and Readiness Support 1. Market 3 readiness and capability assessment covering users, processes, platform access, data and immediate support needs.	By 15 June 2027

	2. Market 3 onboarding pack, training plan and prioritized support backlog with named owners. Consolidated support-status report for Markets 1–3, including issues resolved, escalations and upcoming actions.	
	Month 6: Market 3 Enablement and Mid-Year Review 1. Completed Market 3 training and coaching programme with materials, attendance, feedback and action records. 2. Mid-year adoption dashboard for Markets 1–3 covering usage, capability, support demand, recurring issues and progress against plans. Approved mid-year review and updated engagement plan for Markets 1–5.	By 15 July 2027
	Month 7: Market 4 Onboarding and BAU Support Improvement 1. Market 4 needs and capability assessment with an approved market action plan. 2. Cross-market BAU support analysis for Markets 1–3 identifying recurring requests, root causes, escalation gaps and practical improvements. Updated regional troubleshooting guide, support	By 15 August 2027

	process and escalation directory.	
	Month 8: Market 4 Enablement and Cross-Market Clinics 1. Completed Market 4 training and coaching sessions with learning materials, attendance and feedback records. 2. Delivery of cross-market practical clinics addressing common capability and platform-use gaps, with recorded actions and shared guidance. Capability progress assessment for Markets 1–4 showing remaining support needs and market-owned next steps.	By 15 September 2027
	Month 9: Market 5 Onboarding and Data-Use Support 1. Market 5 needs assessment, onboarding pack and approved training and support plan. 2. Market 5 user guidance for priority reporting, segmentation, data-quality checks and routine governance practices. Regional data-use and reporting issues register for Markets 1–5, with actions, owners and escalation status.	By 15 October 2027
	Month 10: Market 5 Enablement and Change Adoption	By 15 November 2027

	1. Completed Market 5 training and coaching programme with materials, attendance, feedback and follow-up actions. 2. Market-facing guidance and briefing materials for agreed platform changes or new functionality introduced during the assignment. Updated adoption and support tracker for Markets 1–5, including market status, open issues and corrective actions.	
	Month 11: Five-Market Consolidation and Sustainability 1. Five-market adoption and capability review comparing progress against each market baseline and action plan. 2. EAP good-practice and lessons-learned pack consolidating reusable training, support approaches, common issues and effective market practices. Draft 2028 market-enablement plan setting out ongoing coaching, community, adoption and support priorities.	By 15 December 2027
	Month 12: Final Handover and Regional Continuity 1. Final assignment report documenting outputs delivered for Markets 1–5, adoption progress, capability gains,	By 14 January 2028

	unresolved risks and recommendations. 2. Complete handover repository containing market assessments, action plans, training materials, attendance and feedback records, support logs, dashboards and guidance. Final continuity plan with market-specific next steps, accountable owners and a schedule for ongoing regional support and knowledge-sharing.	
	Travel (tbc) 2 trips to Thailand for regional meeting	

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.
- Contracts are conditional upon the selected candidate's willingness to comply with any current or future vaccination requirements that may be established by UNICEF, where applicable. Failure to comply with applicable vaccination requirements, where required and without an approved medical exemption by UNICEF, may result in the withdrawal of the consultancy offer or termination of the contract in accordance with the General Terms and Conditions of Contract.
- 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.

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QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Minimum requirements:

Education:

- Bachelor's degree in marketing, computer science, engineering, technology, digital media, or any other relevant areas

Work Experience:

- A minimum of two (2) years of progressively responsible experience supporting the implementation, adoption or ongoing use of Salesforce Sales Cloud and Salesforce Marketing Cloud in a fundraising, marketing, customer-engagement or comparable environment.

Language Requirements:

- Fluency in English is required. Knowledge of another official UN language is considered as an asset.

Knowledge/Expertise/Skills:

- Demonstrated hands-on experience with Salesforce Sales Cloud functionality, including contact and account management, business processes, reporting, dashboards, data quality and user support.
- Demonstrated hands-on experience with Salesforce Marketing Cloud, including audience segmentation, journey and campaign execution, email operations, testing, reporting and deliverability good practice.
- Strong data-analysis skills, with experience using Excel and reporting or visualization tools such as Power BI to interpret user, campaign, supporter or operational data and translate findings into practical recommendations; knowledge of SQL is an asset.
- Strong communication and collaboration skills to work effectively with internal teams, cross-divisions (DID, Communication) and vendors.
- Experience in managing long-term and multiple projects simultaneously across 2 or more international geographies (Please do include the list of geographies you managed in your CV or cover letter).

Desirables:

- Experience working with content management systems, preferably Optimizely or a comparable enterprise CMS, including content administration, publishing workflows, basic configuration and coordination between web, CRM, marketing and data platforms.