# Classified Job Descriptions

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| Job Description Type: | Specific Job Description | Region: | PFP |
| Category: | IP (International Professionals) | Country: | Italy |
| Reason for Classification: | Revised responsibilities | Duty Station: | Rome |
| Level: | P-3 | Office: | PFP |
| Title: | Fund Raising Specialist | Section: | Individual Giving |
| Title Information in Parenthesis: | IG Legacy Pathways | Unit: | |
| CCOG Code: | 1A10 | Case Number: | |
| UNICEF Code: | FRA | Post Number: | 113289 |
| Classified by: | | Classified Date: | 10/26/2026 |

**Organizational Context:**

The Private Sector Fundraising and Partnerships (PSFP) section within the Private Fundraising and Partnerships Division (PFP) works with National Committees and UNICEF Country Offices to maximize income and drive sustainable fundraising growth in support of UNICEF's mission. Within PSFP, Individual Giving (IG) works across global, regional and market teams to strengthen audience growth, donor experience, supporter progression and long-term supporter value. Legacy giving is an important part of that value and can be developed through acquisition, donor journeys, audience engagement, loyalty and retention activities.

The Fund Raising Specialist (IG Legacy Pathways) is embedded within the Global Individual Giving team and works across the wider IG ecosystem with IG Country Focal Points, specialist teams and markets. The position helps identify, develop and unlock legacy opportunities through existing audiences, donor journeys and fundraising activity.

**Purpose of the Job:**

The Fund Raising Specialist (IG Legacy Pathways) helps Individual Giving teams and markets create, develop and unlock legacy opportunities across acquisition, donor journeys, audience engagement, loyalty and retention activities. The position works across the Individual Giving ecosystem to build a stronger pipeline of future legacy supporters and strengthen the progression of supporters towards legacy giving as part of their wider relationship with UNICEF. The role provides specialist expertise, practical support and strategic guidance to Country Focal Points, markets and colleagues, helping integrate legacy considerations into fundraising plans, audience strategies and supporter experiences. The position also collaborates with Legacy Pathways colleagues across other teams to align efforts and connect opportunities where supporters need or potential extend across audience areas.

**Key functions, accountabilities and related duties/tasks:**

The Fund Raising Specialist (IG Legacy Pathways) works across the Individual Giving ecosystem to identify, develop and unlock legacy opportunities through supporter acquisition, donor journeys, audience engagement and donor value activity. This is a cross-functional role that works with IG Country Focal Points, donor experience and audience growth teams, specialist colleagues and markets to strengthen legacy outcomes through existing and new fundraising activity in markets. The role provides practical market support, technical expertise and strategic guidance, while helping colleagues embed legacy considerations within their own areas of responsibility.

1. Maximize legacy income from existing hand raisers

- Improve the identification, qualification, nurture and progression of existing legacy prospects, focusing resources on the strongest opportunities/markets/segments.

2. Strengthen future legacy pipeline through targeted acquisition
- Influence digital and audience growth teams to integrate legacy considerations into acquisition strategies, identifying and targeting audiences with the greatest potential to become high-quality legacy supporters and hand raisers.
- Support the development of propositions, targeting approaches and testing strategies that improve the quality and long-term value of acquired supporters.

3. Unlock legacy value from the existing donor base
- Work with donor journeys specialists embed legacy propositions into donor value, retention and value max journeys, identifying the right audiences, moments and offers to develop legacy consideration and intent.
- Support CFPs and colleagues to develop legacy opportunities within their existing donor strategies and supporter journeys.
- Integrate legacy into brand and audience-building activity.

4. Work with brand, communications, advocacy and content teams to ensure relevant brand-building activity strengthens awareness, consideration and emotional connection around legacy giving, and creates pathways from broader brand engagement into identifiable legacy prospects.

5. Develop and test new legacy products and propositions
- Identify, design and pilot new propositions, products and engagement mechanisms that can generate legacy interest and income, including opportunities that bridge Individual Giving, High Value and Future Giving; build the evidence and business case for successful approaches to scale.

Impact of Results:

The effective performance of the Fund Raising Specialist (IG Legacy Pathways) will strengthen UNICEF's ability to identify, develop and unlock legacy opportunities through Individual Giving audiences, donor journeys and fundraising activity.
Through practical support, specialist expertise and collaboration across the Individual Giving ecosystem, the position will help markets improve the quality and effectiveness of legacy acquisition, supporter engagement, nurture and progression, while strengthening the capability of Country Focal Points and colleagues to incorporate legacy considerations into their existing strategies, plans and activities.
Improved use of testing, insight and market learning will help teams prioritize the most promising opportunities, adapt approaches to local market needs and improve long-term supporter value.
Effective collaboration across Individual Giving, High Value and Legacy Pathways colleagues will help ensure opportunities are connected appropriately and that markets receive coherent and complementary support.
These results will contribute to the sustainable growth of legacy income and long-term flexible resources for UNICEF's work for children.

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 partnerships (1)
Innovates and embraces change (1)
Thinks and acts strategically (1)
Drive to achieve impactful results (1)
Manages ambiguity and complexity (1)

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| Recruitment Qualifications: | Education requirement: An Advanced University Degree in one of the following fields is required: Marketing, Social Science, Communication, Fundraising, Business Administration or another relevant field.<br><br>Experience required: A minimum of five (5) years of relevant professional experience in individual giving and/or legacy fundraising is required.<br><br>Proven experience working in fast-paced, results-driven organization is required.<br>A good understanding of digital fundraising and donor journeys is an asset.<br>Hands-on technical expertise in a multi-channel campaign environment is highly desirable.<br>Experience in other areas of fundraising is an asset.<br><br>Language requirements: Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) 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 (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 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: | |

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| Attachments: | Director Approval PN 113289.pdf<br>Org Chart PN 113289 Fundraising Specialist P3 IG.pdf<br>Switzerland_PFP20010_113289_Fundraising-Specialist-Legacies_P3_track changes.docx |

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