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TERMS OF REFERENCE

Product Manager Consultant for Digital Fundraising Platforms

CONTRACT MODALITY	Individual Consultancy
DUTY STATION	Rome, Italy (remote)
DURATION OF CONTRACT	12 months

Purpose of Assignment

UNICEF is seeking a Product Manager for Digital Fundraising Platforms to join the Individual Giving Fundraising Team, within the Division of Private Fundraising and Partnerships (PFP), which raises money for children from the general public. In this role, the consultant will be responsible for participating in and supporting digital platforms (website/app) to drive online fundraising growth while ensuring a seamless customer/donor experience that helps UNICEF inspire, convert, and retain supporters. UNICEF currently uses a Global Giving Platform (GGP) for digital fundraising. During the next year, however, the team is transitioning to a new enterprise-level Global Giving Platform (GGP2) that will function as an enterprise standard solution, created via collaborative user-centric governance and development processes and built on a Content Management System (CMS) powered by Optimizely.com. The GGP2 has the goal to support multiple offices with their digital fundraising operations. The responsibilities below will apply to both systems during this transition phase. Candidates with a background in eCommerce or Fundraising Product Management are especially well-suited for this role.

In 2027, the role will focus on day-to-day ownership of the Virtual Hub donation website(help.unicef.org), which serves donors in 12 markets across Middle East, North Africa and Singapore, as well as global pages hosted on the same platform, Consultant's time will support landing page build and maintenance, technical SEO and feature implementation, conversion rate optimization and global landing pages creation and redirect management.

Scope of Work

• Support the maintenance and development in partnership with technical teams and other stakeholders.
• Build, publish and maintain donation landing pages and webforms on GGP/GGP2 and keep an up-to-date inventory of all live pages, owners, traffic sources and status
• Manage URL governance and redirect logic, including retiring outdated campaign pages, preventing broken links and keeping redirect records updated
• Implement and validate technical SEO and GEO recommendations such as canonical tags, hreflang, sitemaps, schema markup and core web vitals by translating them into development tickets and verifying the fixes after release
• Identify, design, set up, QA and report CRO experiments and maintain a result log
• QA for new features and releases and run UAT, bug detection and feature requests and follow them through to resolution
• Support onboarding new markets in Virtual Hub infrastructure by mapping requirements, setting up pages, tracking and redirects
• Oversee the shared roadmap and prioritization of enterprise-level digital fundraising platform(s) that serve multiple UNICEF offices to ensure the system meets commonly agreed KPIs, including the satisfaction of users.
• Participate in the governance processes around common design systems and shared platforms.
• Support integrations with systems – such as Payment Service Providers (PSPs), Customer Relationship Management (CRM), paid media APIs etc – as well as new tools and functionalities that support growth.
• Analyze donation and customer data to continuously optimize digital performance.
• Help create, review and monitor KPIs by producing performance analysis documents as needed (i.e. excel sheets,

presentations etc)
• Help ensure a seamless and error-free customer experience from browsing to checkout.
• Lead the transition from GGP to GGP2 for the Virtual Hub donation website (https://help.unicef.org/?country=31), including require mapping, content audit, user training etc.
• Collaborate with marketing, customer experience, customer lifecycle management, and digital fundraising teams to develop a valuable, fully personalized donor experience and effectively execute campaigns
• Work closely with vendors and dev teams to oversee user stories, requirements gathering and release cycles.
• Lead the management of internal support platforms and systems (i.e. ticketing systems).
• Participate and help manage agile project management processes and rituals.
• Support QA processes, including automation, to detect and fix bugs throughout the product lifecycle.
• Assist senior leadership in defining and enforcing standards.
• Lead and organize training as well as knowledge management as needed.
• Support the adoption of AI tools and systems
• Build and maintain relationships with technology vendors, internal partners, and stakeholders.
• Stay up to date with industry trends and best practices.
• Serve as a strategic partner for local office teams, advising and supporting their platform strategies from both business and technical/solution perspective.
Participate and organize team calls, online meetings and events.

Work Assignments Overview	**Deliverables/Outputs**	**Delivery deadline to complete the deliverable**
Digital Fundraising Platform Management	Support help.unicef.org and Virtual Hub product management, roadmap and optimization activities.	December 31 2027 – 76 days
Platform Optimization	Finalize optimization initiatives and support fundraising performance improvements.	December 31 2027 – 26 days
Coordination and Reporting	Participate in governance, stakeholder engagement, reporting and product planning activities.	December 31 2027 – 24 days
Landing page and redirect management	All Requested Virtual Hub and Global Landing pages and webforms built in, QA'ed and published within the agreed turnaround time	December 31 2027 – 70 days
Landing page inventory and redirect audit	Quarterly landing page inventory and redirect audit submitted	December 31 2027 – 10 days
Conversion Rate Optimization	Quarterly CRO report requirement covering requirements launched, results and recommendations,	December 31 2027 – 14 days
Technical SEO implementation	Quarterly status report on the agreed SEO and GEO implementations	December 31 2027 – 30 days

Platform QA and GGP2 transition	UAT signoff for each release, VH GGP2 migration plan delivered.	December 31 2027 – 14 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.

- 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.

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

Minimum requirements:

- Education:
    - A first level university degree is required in Human-Computer Interaction (HCI), User Experience (UX) Design, Digital Media & Communications, Digital Product Management, Computer Science, or a relevant field.
- Work Experience:
    - Minimum of 5 years of experience with e-commerce website management or digital fundraising platforms via complex Content Management Systems (CMS).
    - Experience partnering with digital experts and analytics teams to integrate user research findings into product strategy and roadmap is a plus.
    - Knowledge and experience of e-commerce data analysis, including marketing metrics, attribution modelling, tracking, paid media, and retention-based metrics is a plus.
    - Track record of profitable ecommerce/ fundraising growth from strategic decisions is a plus

- Language requirement:
    - Fluency in English is required.
    - Knowledge of another official UN language is an asset
- Skills:
    - Knowledge of user-centered design methodologies, accessibility standards, customer journey mapping, and digital experimentation/optimization practices
    - Ability in managing websites via CMS (I.e. Drupal).
    - Basic experience of front-end web development.

Desirables:

- Experience with front-end development and managing enterprise design systems across multiple internal clients (business units, offices etc) is a plus.
- Experience in information architecture and digital design is a plus.
- Experience with Optimizely CMS is a plus.
- Applied UX research experience in the Software-as-a-Service (SaaS) business space, online payments space, or conducting usability research is a plus.
- Experience with non-profit fundraising subscription-based business models is an advantage.
- Experience partnering with development teams to ensure that frontend and backend engineers deliver high-quality results is highly desirable.
- Experience in supporting enterprise-level collaborative development projects with shared standards and managing user communities is a plus.
- Experience working with Agile processes is a plus.
- Experience in offering direct user support and training is a plus.