SPECIFIC JOB DESCRIPTION

I. Post Information	
POST NUMBER/CASE NUMBER: MEX26039 **POST/CASE NUMBER OF SUPERVISOR:** 108730, Fundraising Officer (Digital) **REASON FOR CLASSIFICATION:** Establishment **REGION/DIVISION:** Latin America and the Caribbean (LAC) **COUNTRY:** Mexico **DUTY STATION:** Mexico City **OFFICE:** Mexico Country Office	**CATEGORY:** General Service (GS) **PROPOSED LEVEL:** GS-7 **JOB TITLE:** Senior Fundraising Associate (Content) **FUNCTIONAL CODE:** **ICSC CCOG CODE:**

II. Strategic Office Context and Purpose for the job

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programs, in advocacy and in operations. The equity strategy, emphasizing the most disadvantaged and excluded children and families, translates this commitment to children's rights into action. For UNICEF, equity means that all children have an opportunity to survive, develop and reach their full potential, without discrimination, bias or favoritism. To the degree that any child has an unequal chance in life — in its social, political, economic, civic and cultural dimensions — her or his rights are violated. There is growing evidence that investing in the health, education and protection of a society's most disadvantaged citizens — addressing inequity — not only will give all children the opportunity to fulfill their potential but also will lead to sustained growth and stability of countries. This is why the focus on equity is so vital. It accelerates progress towards realizing the human rights of all children, which is the universal mandate of UNICEF, as outlined by the Convention on the Rights of the Child, while also supporting the equitable development of nations.

Strategic office context:

The Private Fundraising and Partnerships (PFP) section of UNICEF Mexico mobilizes flexible and predictable income and builds long-term engagement with individuals and private-sector audiences. Within PFP, the Individual Giving team manages an increasingly integrated fundraising ecosystem that includes paid media, donation websites and landing pages, conversion-rate optimization, email, WhatsApp and SMS journeys, telemarketing, DRTV, face-to-face fundraising, influencer and content partnerships, retention and value-maximization initiatives, and rapid-response appeals for local, regional and global emergencies. Campaign performance depends on the timely translation of complex programme information into accurate, compelling, donor-centric content, as well as close coordination with Communications, Programmes, regional and global PFP teams, agencies, suppliers and external partners.

The Senior Fundraising Associate (Content), (GS-7) provides specialized operational support for campaign planning, content quality, production coordination and performance learning within the

II. Strategic Office Context and Purpose for the job

Individual Giving team. The post provides day-to-day supervision, technical guidance and quality assurance to the Fundraising Associate (Content), (GS-6), while coordinating the work of creative, media and production partners.

Purpose for the job:

Under the direct supervision of the Fundraising Officer (Digital), (NO-2) the Senior Fundraising Associate (Content), (GS-7), provides specialized operational support for the planning and execution of integrated fundraising campaigns and ensures that all content is strategic, evidence-based, audience-relevant, brand-compliant and optimized for fundraising results. The incumbent supervises the Fundraising Associate (Content), (GS-6); establishes priorities and production workflows; develops and reviews concepts, briefs, scripts, copy and audiovisual or graphic assets; coordinates with internal stakeholders and agencies; and uses campaign data and testing insights to improve acquisition, conversion, retention, donor experience and income. The post also ensures that emergency appeals can be activated rapidly and responsibly, with appropriate programme validation, consent, safeguarding and reputational-risk controls.

III. Key functions, accountabilities and related duties/tasks

Within the delegated authority and under the supervision of the Fundraising Officer (Digital), (NO-2) the incumbent will perform the following functions:

1. Support campaign planning

- •Assist in the development and maintenance of the Individual Giving campaigns and content calendar, assuring alignment with acquisition, conversion, retention, cash, brand and emergency priorities.
- With the guidance of the supervisor, translate fundraising objectives into clear briefs, deliverables, responsibilities and timelines for digital campaigns.
- Provide day-to-day supervision, workload management, technical guidance and feedback to the Fundraising Associate (Content), (GS-6), reviewing outputs before validation or publication.

2. Content development and production

- Development and adaptation of donor-centric content for paid media, websites and landing pages, email, WhatsApp and SMS, social media, SEO, inbound marketing, influencers and partner activations.
- Review and clear campaign concepts, copy, scripts, storyboards, designs, videos and production plans, ensuring consistency across channels and formats.
- •Coordinate graphic and audiovisual production, including field or remote content gathering when required.

3. Programme information, brand and safeguarding

- Gather and synthesize programme information, results, stories and emergency updates into clear and accurate fundraising messages.
- Coordinate timely content validation with Communications, Programme sections and relevant regional or global teams.
- Ensure compliance with UNICEF brand guidelines, ethical storytelling, consent, image-use rights, child safeguarding, accessibility and data-protection requirements.

4. Internal coordination and external production partners

- Act as the campaign and content focal point for the Individual Giving team, coordinating according to priorities set by the supervisor, inputs and timelines with Communications, Programmes, Partnerships and Operations.

III. Key functions, accountabilities and related duties/tasks

- Brief and manage creative, design, audiovisual and other content suppliers, monitoring quality, deadlines, deliverables and agreed budgets.
- Coordinate the rapid preparation and adaptation of content for local, regional and global emergencies.

5. Performance monitoring and optimization

- Review campaign and creative performance with paid media, CRO/data and automation colleagues to identify effective messages, formats and audience approaches.
- Recommend and coordinate content iterations and tests based on campaign results, and document key learnings for future briefs and productions.

6. Content governance and reporting

- Maintain the campaign calendar and an organized repository of approved content, source files, translations, validations, consent records and usage rights.
- Provide concise updates on campaign status, production risks, results and post-campaign learnings.
- Perform other related duties as assigned by the supervisor to support Individual Giving and PFP results.

IV. Impact of Results and expected outputs

The position is expected to deliver the following results:

- Support the establishment of a clear annual campaign and content strategy and rolling calendar aligned with Individual Giving income, acquisition, retention, brand and emergency priorities.
- Coordinate implementation of integrated campaigns to support timely delivery, ensuring coherent donor journeys and accurate, compelling assets adapted for the required audiences, channels and formats.
- Effective supervision and development of the GS-6 Campaign and Content Creator, with transparent priorities, timely feedback, balanced workload and consistently high-quality outputs.
- Documented creative briefs, approvals, production plans, asset matrices, usage rights and safeguarding records that reduce operational and reputational risk.
- Regular performance analysis and testing insights that lead to faster creative iteration, improved conversion and cost efficiency, stronger donor experience and better use of media investment.
- Coordination with Communications, Programmes, agencies and partners, resulting in faster access to programme information, fewer production bottlenecks and more consistent messaging.
- Support the creation of a current, well-governed fundraising content repository and a body of reusable learning that increases efficiency across acquisition, retention, cash and emergency campaigns.
- Timely emergency fundraising materials that allow UNICEF Mexico to respond rapidly while protecting accuracy, dignity, safeguarding and brand trust.

Successful performance will contribute to sustainable growth in individual giving income, stronger donor acquisition and retention, improved campaign effectiveness, greater public trust and more agile emergency response. Inadequate planning, supervision or quality control may cause delays, inefficient expenditure, inconsistent donor communications, compliance or safeguarding risks, reputational damage and loss of fundraising income.

V. Capabilities Required

- Demonstrated ability to supervise and coordinate the work of staff and external contributors, set priorities and maintain accountability under tight deadlines.
- Campaign-planning and content-strategy skills, with the ability to connect audience insight, programme evidence, channel requirements and fundraising objectives.
- Excellent writing, editing and storytelling skills in Spanish, and the ability to review or adapt content in English, across long- and short-form formats.
- Strong knowledge of digital fundraising and direct-response marketing, including paid media, landing pages, email and messaging journeys, telemarketing, DRTV, retention and emergency appeals.
- Ability to interpret performance data, formulate testable hypotheses and translate campaign results into actionable creative and journey improvements.
- Sound judgement on UNICEF brand, ethical storytelling, child safeguarding, informed consent, data protection, accessibility and reputational risk.
- Strong project, production, budget and vendor-management skills, including briefing, scheduling, quality assurance and administrative follow-up.
- Diplomatic communication, facilitation and negotiation skills to build trusted working relationships with diverse internal and external stakeholders.
- Ability to work calmly and accurately in fast-moving or ambiguous situations, including emergencies, while managing concurrent priorities.
- Knowledge of international development, child rights and resource mobilization; familiarity with UNICEF programmes and PFP processes is a strong asset.

VI. UNICEF values and competencies required (based on the updated Framework)

i) Core Values

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

ii) Core Competencies for Staff with Supervisory Responsibilities

- Nurtures, Leads and Manages People (1)
- Demonstrates Self Awareness and Ethical Awareness (2)
- Works Collaboratively with Others (2)
- Builds and Maintains Partnerships (2)
- Innovates and Embraces Change (2)
- Thinks and Acts Strategically (2)
- Drives to Achieve Impactful Results (2)
- Manages Ambiguity and Complexity (2)

VII. Recruitment Qualifications	
Education:	• Completion of secondary education is required. • Additional training, certification or university-level coursework in marketing, communications, journalism, audiovisual production, design, digital media, advertising, fundraising, data analysis or another relevant field is an asset.
Experience:	• A minimum of seven (7) years of progressively responsible professional experience in campaign planning, content strategy, copywriting, creative production, digital marketing or fundraising communications is required. • Demonstrated experience leading or coordinating integrated campaigns across multiple digital and/or direct-response channels is required. • Experience supervising and/or coordinating with consultants, agencies or creative suppliers is required. • Experience using campaign performance data and audience insights to optimize engagement and conversion is desirable. • Experience in individual giving, fundraising, nonprofit, humanitarian, or international development environments is desirable. • Experience supporting child-focused storytelling, field content, consent management and safeguarding processes is an asset. • Familiarity with digital analytics, CRM/marketing automation, paid media and content-management tools is an asset.
Language Requirements:	• Fluency in Spanish is required. • Proficiency in English is required.

VIII. Child Safeguarding (Please respond with Yes or No)	
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 the incumbent will be in contact with children either face-to-face or by remote communication, without the communication being moderated and relayed by another person?	**Yes**
Is this post a child data role in which the incumbent will manipulate or transmit personally identifiable information on children, such as names, identification details, location data, stories, photographs, video or audio?	**Yes**
Will the selected candidate for this position be required to engage with vulnerable children?	**Yes 24 hours per 3 months**