



UNHCR

United Nations High Commissioner for Refugees
Haut Commissariat des Nations Unies pour les réfugiés

**UNITED NATIONS HIGH COMMISSIONER FOR REFUGEES (UNHCR)
INTERNAL / EXTERNAL VACANCY ANNOUNCEMENT
VACANCY REFERENCE: CANTO/PSP/VN/24-004**

Title of Post	Senior PSP IG Assistant	Category/grade	General Service, GS5
Post Number	N/A	Type of contract	Temporary Assignment/ Appointment
Location	Toronto, Canada	Date of Issue	May 27th 2024
Effective date of assignment	July 2024	Closing Date	June 10th 2024

Approximate salary	CAD\$ 66,626-79,704 Gross/Annual
Benefits	- 1.5 days paid annual leave per month (18 days per year) in addition to the UN statutory holidays. - Medical Insurance coverage for staff and immediate family member/s
Recruitment process	8 – 10 Weeks
Office location	Midtown Toronto

1. Operational Context

The United Nations Refugee Agency (UNHCR) is the world's leading not-for-profit organization in helping and protecting the millions of people forced to flee their homes because of violence, conflict, and persecution. We deliver life-saving assistance, including shelter, food and water while also safeguarding fundamental human rights, safety, and dignity.

Our Canadian office is part of a global network that works in 135 countries, protecting almost 80 million people. We were founded in 1950 as part of the United Nations effort to help people displaced by World War II. Since then, we have been on the ground helping people forced to leave their homes and have even received two Nobel Prizes for our work.

Within the Private Sector Partnerships (PSP) team, we fundraise from individual Canadians, business, and Foundations. We are passionate about the people we help—and the amazing team of people who work for us. We thrive on excellence, integrity, and respect for diversity. Our culture is dynamic, results-oriented and focused on change, ready to tackle the latest global humanitarian crisis. You will be part of a newly growing team that—due to a significant revitalization process—is set for transformational growth. We need someone who is not only ready to jump in at the start of this journey, but has the skills, energy, and creativity to help shape what comes next.

2. Organizational Setting and Work Relationships

The United Nations High Commissioner for Refugees (UNHCR) is mandated to lead and coordinate international action to protect and assist refugees and other persons of concern (POC).

Private Sector Partnerships Service (PSP) sits within UNHCR's Division of External Relations (DER) and is responsible for mobilizing resources from the private sector for refugees. UNHCR has developed a Private Sector Fundraising Strategy focusing on both Individual Giving and Private Sector Partnerships, identifying priority fundraising markets and regions.

Individual Giving (IG) is targeted at the general public to secure the support of individuals through regular, unrestricted donations, cash appeals and legacies. The aim is to generate both monthly and one-time donations from individuals using various channels and methods including direct mail, face-to-face fundraising, telemarketing, digital fundraising, DRTV and emergency fundraising, with focus on strong donor loyalty and lifetime value.

The purpose is to maximize the donor base from the individual giving (IG) for UNHCR, those with the ability to provide donations of between \$1 to \$10,000 (depending on local market conditions, as well as scope of responsibility) per year to UNHCR.

The Senior PSP Individual Giving Assistant contributes to the IG team development, providing technical expertise to enable the team to operate to their full potential.

All UNHCR staff members are accountable to perform their duties as reflected in their job description. They do so within their delegated authorities, in line with the regulatory framework of UNHCR which includes the UN Charter, UN Staff Regulations and Rules, UNHCR Policies and Administrative Instructions as well as relevant accountability frameworks. In addition, staff members are required to discharge their responsibilities in a manner consistent with the core, functional, cross-functional and managerial competencies and UNHCR's core values of professionalism, integrity and respect for diversity.

3. Duties

The Senior PSP Individual Giving Assistant will play a supportive role in the Individual Giving team, focusing on acquiring new donors through various fundraising channels with a primary emphasis on paid digital platforms.

Reporting to the Senior PSP IG Associate (Donor Acquisition), this role will contribute to sourcing and developing creative content, liaising with agencies and maintaining reporting on campaign performance. The ideal candidate will possess a strong understanding of digital fundraising strategies, along with experience in direct response television (DRTV) and direct mail initiatives.

Specific Duties include:

- Collaborate with the Senior PSP IG Associate (Donor Acquisition) to develop and execute donor acquisition strategies, with a particular focus on digital channels, such as search engine marketing (SEM) and social media advertising.
- Assist in the sourcing and development of creative content for fundraising campaigns, ensuring alignment with UNHCR's mission and branding guidelines.
- Coordinate with external agencies to execute digital, DRTV and direct mail campaigns effectively, ensuring benchmarks are being met.
- Monitor and analyze campaign metrics and key performance indicators (KPIs), providing regular reports and insights to inform decision-making and optimize future campaigns.
- Stay updated on industry trends and best practices in digital fundraising, sharing insights and recommendations with the team to enhance campaign effectiveness.
- Participating in annual planning process and supporting retention initiatives, contributing to the overall success of the Individual Giving team and UNHCR's fundraising goals.
- Perform other duties as required.

General

- Assist in the execution of the acquisition, donor retention and development programmes as per annual plan(s).
- Work on donor servicing and communications to provide a best in class donor care with best practice standards (welcome, information, thank you letters, donor monthly newsletter, in-bound and out-bound donor emails and calls, complaints, etc.).
- Assist in working with marketing agencies to develop contact strategies and donor journeys for different segments of the database using a variety of channels including telemarketing, digital and mail.
- Execute campaigns such as upgrade, conversion, acquisition, welcome, recapturing, loyalty, thank you, one-off calls, marketing research, upgrade middle donors, middle donors one-off and others.
- Monitor and report on progress against the work plan, expenditure, budget and targets.
- Contribute to the management of middle value donors and prospects as well as in the regular communication within IG Fundraising Unit and major donor specialist.
- Work on the donor database management and any activity related to the donor data care, ensuring data entry accuracy, and provide analysis of data upon request.

Donor Acquisition

Work to develop cross channel fundraising campaigns such as F2F, Digital, DRTV, Multichannel, Direct mailing, etc. and in particular for:

a) Face to Face

- Assist in managing relations with partners, contractors, and suppliers to implement the program(s).
- Assist in developing high quality of data monitoring to analyse all performances per frontliner, per city, per team, per area,

- per location etc... in order to make the programme data driven.
- Assist in developing guidelines, manuals, and policies to ensure a solid Face to Face programme (in-house model) led by best practices.
- Assist in ensuring that a location strategy, policies, and communication cycle are in place in order to acquire new locations,
- to keep and upgrade the existing ones.
- Support the creation of marketing briefs i to create specific Face to Face campaigns based on improving the connection between the donor and the cause.
- Assist in the procurement process for all supplier relationships linked to new agencies or suppliers.

b) Digital, DRTV and Multichannel

- Support the management of the relationship with external suppliers (such as copywriters or digital designers), ensuring campaigns are executed and managed to target.
- Assist in the execution of the online content as well as the implementation of digital marketing and fundraising campaign initiatives.
- Assist in executing lead generation programmes (including telemarketing) with channels integration to maximize ROI.
- Maintain effective relationships with all suppliers responsible for digital fundraising to ensure that all new acquisition targets are met or exceeded.
- Assist in the procurement process for all supplier relationships linked to new donor acquisition through digital channels.
- Maintain accurate reporting and analysis to facilitate effective performance of the digital acquisition programmes.
- Assist with reporting related to digital fundraising, including quarterly reports, mid-year, and year end reports.

c) Cold Mailing

- Assist in the production process of each DM activity in line with planned timing, quantity and quality of service and coordinating with the suppliers on all technical aspects.
- Assist in supervising donors' data extraction from the database to secure names file delivery to suppliers.
- Assist in developing campaigns reporting systems and setting report templates to monitor supplier performances.
- In case of emergency, assist in developing and implementing production procedure.
- Assist in negotiating with suppliers to keep production costs at lowest level ensuring the best quality possible.
- Work on other direct marketing acquisition activities if requested (i.e. inserts production, press ad, take ones, etc...)

Donor Retention and Development

Work to develop cross channel donor cultivation activities to maximise acquisition investment and improve donor Life Time Value (LTV), such as:

- Assist in executing donor journeys according to planned schedule, conduct testing among journeys, implement donor engagement activities, fostering a donor centric culture and communication.
- Provide feedbacks on supporter experience initiatives and retention programs performance to continuously fine tune and customize existing approaches.
- Support in donor development communications plans and fundraising activities, such as newsletter and special appeals.
- Assist in liaising with external agencies/consultant on email marketing performance optimization including the design of new email templates and email assets.
- Assist in developing email marketing segmentation strategies and data selections aimed at delivering highly personalized and tailored email communications to increase existing supporters' retention and income.
- Work on donor retention communication materials and activities for existing donors and for emergency appeals.
- Assist in developing the design and production of the donor care materials.
- Support the coordination of the relation with telemarketing suppliers.
- Assist in ensuring that donor care activities comply with the requirements of local legislation and remain up to date with all relevant charity law, regulations, and codes of practice.
- Execute monthly operations of recapturing by emails/mails, thank-you to donors.
- Prepare for in-house and outsourced donor care representatives Q&A documents, necessary to handle any in-bound donor communications resulting from the donor development activities.
- Support the identification and management of risks and seek to seize opportunities impacting objectives in the area of responsibility. Ensure decision making in risk based in the functional area of work. Raise risks, issues and concerns to a supervisor or to relevant functional colleague(s).
- Perform other duties as required.

4. Minimum Qualifications

Education & Professional Work Experience

Years of Experience / Degree Level

For G5 - 2 years relevant experience with High School Diploma; or 1 year relevant work experience with Bachelor or equivalent or higher

Field(s) of Education

Not applicable.

Certificates and/or Licenses

Public Administration, Business Administration, Economics,
or other related field.

Relevant Job Experience

Essential

Experience in private sector fundraising, sales, client/donor communication, marketing, or journalism. Proven experience working in donor retention/ development programmes. Experience in fundraising campaigns in profit or non-profit industry. Experience in fundraising related databases and software.

Desirable

Experience with the non-profit sector. Previous experience in supervising database migration and setting up a Contact Relationship Management (CRM) system. Previous experience in project management. Previous experience in managing agencies / vendor.

Experience in data analysis and segmentation.

Functional Skills

PS-Direct Marketing and Direct Response Fundraising
PS-Private sector fundraising and partnerships
PS-Fundraising-face to face, mass appeal, digital, emergency, DRTV, etc.
CO-Cross-cultural communication
CO-Drafting and Documentation
(Functional Skills marked with an asterisk* are essential)

Additional Qualifications

Skills

CO-Cross-cultural communication, CO-Drafting and Documentation, IT-Computer Literacy, PS-Digital fundraising, PS-Direct Marketing and Direct Response Fundraising, PS-Fundraising-face to face, mass appeal, digital, emergency, DRTV, etc., PS-Private sector fundraising and partnerships

Language Requirements

For International Professional and Field Service jobs: **Knowledge of English and UN working language of the duty station if not English.**
For National Professional jobs: **Knowledge of English** and UN working language of the duty station if not English and local language.
For General Service jobs: Knowledge of English and/or UN working language of the duty station if not English.

5. Competency Requirements

All jobs at UNHCR require six core competencies and may also require managerial competencies and/or cross-functional competencies. The six core competencies are listed below.

Core Competencies

Accountability
Communication
Organizational Awareness
Teamwork & Collaboration
Commitment to Continuous Learning
Client & Result Orientation

Managerial Competencies



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Judgement and Decision Making
Managing Resources.

Cross-Functional Competencies

Planning and Organizing
Political Awareness
Analytical Thinking

6. Eligibility Criteria:

Applicants must be resident in and eligible to work in Canada when applying.

To be eligible to work in Canada, applicants must have one of the following legal statuses: Canadian citizen OR a (valid) Permanent Resident of Canada OR authorization in writing to work in Canada under the Federal Immigration Act (valid work permit).

7. Remuneration:

A competitive compensation and benefits package is offered. For information on UN salaries, allowances, and benefits, please visit the portal of the International Civil Service Commission at: <http://icsc.un.org>

8. Submission of Applications:

To apply for this position please visit UNHCR career webpage: https://unhcr.wd3.myworkdayjobs.com/en-US/External/details/Senior-PSP-Individual-Giving-Assistant_JR2437707-1

Please note that only shortlisted candidates will be contacted - We regret we do not accept any phone calls.

UNHCR does not charge a fee at any stage of the recruitment process (application, interview, processing, or any other fees).

The UNHCR workforce consists of many diverse nationalities, cultures, languages, and opinions. UNHCR seeks to sustain and strengthen this diversity to ensure equal opportunities as well as an inclusive working environment for its entire workforce.

Applications are encouraged from all qualified candidates without distinction on grounds of race, color, sex, national origin, age, religion, disability, sexual orientation, and gender identity. UNHCR does not charge a fee at any stage of its recruitment process (application, interview, meeting, travelling, processing, or training).

We welcome applications from candidates with a refugee or stateless background.