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

Internal / External Vacancy Notice

PSP Individual Giving Associate – JR 2448458 CANTO/PSP/VN/24-012

Location: PSP Toronto
Title: PSP Individual Giving Associate
Application deadline: 25 Oct 2024
Type of contract: Fixed Term Appointment
Category/Grade: General Service, Grade 6
Duration: 01 January 2025 – 31 December 2025
Expected start date: 01 January 2025
Workday Reference: JR2448458

1. General Background

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 over 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 over 68 million 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. Operational Context

The role of PSP Individual Giving Associate will report to the Associate PSP Officer within the Individual Giving team. As the lead of our Digital Fundraising and Systems team, this role will look to simultaneously oversee the technological infrastructure of our digital fundraising platforms as well as drive fundraising strategies behind our retention digital program. From a fundraising perspective, this role will oversee and implement comprehensive digital campaigns aimed at increasing online donations and donor engagement.

This role will work in collaboration with the Individual Giving team towards organizational growth targets – as well as through the management of one direct report – overseeing our email program. This role will also work to improve the overall digital landscape through the upgrading of digital systems and processes including regular review and testing of donation pages, landing pages and website improvements for SEO and through acting as an expert in systems providing essential support across UNHCR Canada teams. Within this role the team lead will also collaborate with internal and external stakeholders including vendor management and our HQ colleagues— while also effectively providing digital support and guidance to our Major Gifts, Donor Care, Fundraising Operations and Ottawa Bureau teams.

Digital Fundraising / Digital Systems Duties

- Plan and execute multi-channel digital campaigns to increase online giving and donor stewardship;
- Plan, implement and maintain donation pages and landing pages for campaigns;
- Oversees, updates and maintains all direct response digital fundraising assets including donation forms, donation acknowledgment communications, campaign landing pages, donation vanity URLs and redirect from HQ and affiliate website;
- Conceptualize, develop and manage stewardship plans for online single-gift and monthly donors;
- Segment and analyze data for reporting, identifying new growth potential and data trends within digital channels;
- Test digital fundraising strategies to determine the best approach for donor retention and acquisition;



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- Support the Senior Individual Giving Assistant (Email) with email campaigns including scheduling, content creation as needed;
- Manage agencies in the creation of digital assets for advertising, landing pages, engagement campaigns;
- Conceptualize data segmentations for donor retention digital campaigns;
- Manage third party systems for online fundraising such as Canada Helps;
- Identify and implement necessary improvements to the website and donation system to increase online giving;
- Optimize marketing automation nurturing processes;
- Monitor and report on digital fundraising campaigns;
- Work with Database Associate to ensure donor data is captured accurately in our donor relationship management system
- Assist in system migration of online platform, helping to scope initial project in terms of key data points and services provided including FinTech solutions.
- Maintaining the security of the website and working to deter fraudulent activity via donation pages. Staying up to date on updates to improving security and deterring fraud.

General Duties

- Assist in developing annual plans for acquisition, donor retention and development programme (i.e. forecasts of costs and expenses, income projections, donor figures, etc.)
- Develop, manage and improve 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.).
- Work 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.
- Implement 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.
- Contribute to the drafting of submissions to the National Growth Fund related to IG programs to secure funding to increase and diversify donor base.
- Assist in the development of detailed annual plan for the IG programs.
- Monitor and report on progress against the work plan, expenditure, budget and targets.
- Assist in the management of middle value donors and prospects as well as manage regular communication with IG Fundraising Unit and major donor program.
- Assist in the supervision of the donor database management and any activity related to the donor data care, ensure 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

- Manage the Face to Face activities, both in-house and/or outsourced.
- Assist in the development, implementation, and management of the Face to Face fundraising strategy.
- Assist in the development, management and achievement delivery of Face to Face budgets, financial targets and expenditure according to UNHCR policies on financial management, sustainability and best value.
- Manage relations with partners, contractors and suppliers to implement the program(s).
- Diversify Face to Face models, suppliers and channels (i.e. Door to Door, B2B, etc.) in order to reduce the risk of dependency.
- Develop high quality of data monitoring in order to analyse all performances per frontliner, per city, per team, per area, per location etc... in order to make the programme data driven.
- Develop guidelines, manuals and policies to ensure a solid Face to Face programme (in-house model) led by best practices.
- Adapt contents and creative as well as develop and lead tests aimed to improve response and donor retention.



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- Ensure that a location strategy, policies and communication cycle are in place in order to acquire new locations, to keep and upgrade the existing ones.
- Manage and support the creation of marketing briefs in order to create specific Face to Face campaigns based on improving the connection between the donor and the cause.
- Ensure workforce (in-house model) is managed, inducted and trained in accordance with UNHCR/PSP's needs, policies and procedures in order to build Face to Face marketing competencies.
- Assist in proactively line manage the Face to Face team (in-house model), ensuring team(s) has clear objectives and targets set out and understood and that they fully comply with UNHCR/PSP policies and procedures.
- Manage performance of each team member (in-house model), putting improvement and development plans in place where and when required: drive a dynamic, flexible and positive working culture and ensure relevant information, databases and records are kept accurately and up to date.
- Assist in the procurement process for all supplier relationships linked to new agencies or suppliers.

b) Digital, DRTV and Multichannel

- Assist in designing and executing a long term effective and innovating digital strategy, as well as an annual action plan for all digital fundraising activities, ensuring that they are aligned with annual objectives and plan.
- Manage the relationship with external suppliers (such as copywriters or digital designers), providing digital campaign briefing to the external suppliers and providing feedback on digital media plans, working with all required suppliers to get advertising tracking in place, ensuring campaigns are executed and managed to target.
- Execute the online content as well as the implementation of digital marketing and fundraising campaign initiatives.
- Working with PSP HQ to build and maintain all online donation pages and provide feedbacks and ideas for improvements.
- Execute and review all lead generation programmes (including telemarketing) with channels integration to maximize ROI.
- Actively promote innovative way to recruit and retain supporter via digital channels.
- 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 in order to facilitate effective management of the digital acquisition programmes.
- Assist in working with the PSP team to prepare annual budgets for the digital programme.
- Assist with reporting related to digital fundraising, including quarterly reports, mid-year and year end reports.

c) Cold Mailing

- Assist in developing a test plan strategy for new products with technical inputs related to the production process.
- Schedule appropriate actions related to the production process to contribute to the realization of each single acquisition activity as per annual plan.
- Ensure the production process of each DM activity is carried out in line with planned timing, quantity and quality of service and coordinating with the suppliers all technical aspects of the production process.
- Assist in supervising donors' data extraction from the database to secure names file delivery to suppliers.
- Assist in checking and approving the executive printing files, laser draft and packaging.
- Develop campaigns reporting systems and setting report templates to monitor supplier performances.
- In case of emergency, develop and implement 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 defining and supervising a data strategy.



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- Execute donor journeys according to planned schedule, conduct testing among journeys, implement donor engagement activities, fostering a donor centric culture and communication.
- Develop, monitor and review supporter experience initiatives and retention program performance. Draw conclusions and make recommendations to improve future activity and feed into longer term strategic plans including legacy marketing.
- Execute donor development communications plans and fundraising activities, such as newsletter and special appeals, through a variety of media including direct mail, telemarketing, email and mobile.
- Maintain and execute the annual email communication plans as part of the donor development strategy and ensure that this is fully integrated with offline campaigns such as Direct Mail and other digital channels such as SMS and DRTV.
- Liaise with external agencies/consultant on email marketing performance optimization including the design of new email templates and email assets.
- Develop email marketing segmentation strategies and data selections aimed at delivering highly personalized and tailored email communications to increase existing supporters' retention and income.
- Oversee the development and implementation of donor retention communication materials and activities for existing donors and for emergency appeals.
- Execute the design and production of the donor care materials.
- Support the coordination of the relation with telemarketing suppliers.
- Ensure 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.
- Manage the execution of monthly operations of recapturing by emails/mails, thank-you to donors.
- Manage the responsiveness, depth, and quality of the relationship with donors.
- Ensure that all in-house and outsourced donor care representatives are provided with all information, including 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.

3. Education & Professional Work Experience

Years of Experience / Degree Level

For G6 - 3 years relevant experience with High School Diploma; or 2 years relevant work experience with Bachelor or equivalent or higher

Field(s) of Education

Not applicable

Certificates and/or Licenses

Public Administration,
or other relevant field.

Business Administration,

Economics

Relevant Job Experience

Essential

Minimum 3 years' experience in private sector fundraising, sales, client/donor communication, marketing or journalism. Proven experience working in donor retention/ development programmes. Experience in coordination and supervision of fundraising campaigns in profit or non-profit industry. Experience in fundraising related databases and software. Experience in data analysis and segmentation.

Desirable



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

Functional Skills

FR-PSFR Direct Marketing and Direct Response Fundraising

FR-Experience in Private Sector Fundraising

FR-Fundraising-face to face, digital, emergency, DRTV, etc.

FR-e-Fundraising

FR-Online communications, web-based marketing and fundraising contents

FR-Fundraising approach skills (Face2Face/Sales Prog Outsourced-Sales workforce/Door2Door)

CO-Cross-cultural communication

SO-Negotiation skills

MS-Analysis

MS-Drafting, Documentation, Data Presentation

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.

Competency Requirements

Core Competencies

Accountability

Communication

Organizational Awareness

Teamwork & Collaboration

Commitment to Continuous Learning

Client & Result Orientation

Managerial Competencies

Judgement and Decision Making

Managing Resources

Cross-Functional Competencies

Planning and Organizing

Political Awareness

Analytical Thinking

4. 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).

5. Remuneration

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

6. Submission of Application

To apply for this position, please visit the UNHCR [career webpage](#).



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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.