

Vacancy: Independent Contractor (UNOPS ICA-Local www.unops.org)

Title:	Senior Online Fundraising Associate
Duty station:	Mexico City, Mexico
Duration:	31 December 2017 (with possibility of renewal)
Deadline to apply:	16 March 2017

General Background

Reporting to the Senior PSP Officer (Americas), the Private Sector Partnerships (PSP) Senior Online Fundraising Associate will implement, execute and analyze online fundraising campaigns undertaken. In addition, the Associate will be responsible for online display advertising, social media activities, search engine marketing, affiliate marketing, email marketing and other forms of digital fundraising, plus Spanish website performance and maintenance.

Working with third party stakeholders, the Senior Online Fundraising Associate will help ensure fundraising campaigns are launched on time and budget, as well as accurately tracked. Thus, analysis and reporting on all digital fundraising activities will be chief among the Associate's core responsibilities.

The Senior Online Fundraising Associate will also be responsible for managing all digital communications pertaining to the online fundraising program (email communications to donors, landing page development and publishing within CMS, social media content creation etc.).

In 2017, PSP Mexico will set up and test its digital fundraising program with the objective to build a base of Spanish committed and one-time donors. As such, a full-time, in-house Senior Online Fundraising Associate is necessary to keep up with the program's demand to create a network of supporters and generate revenue via digital fundraising.

Purpose and Scope of Assignment

The Senior Online Fundraising Associate supports Private Sector Partnerships (PSP) Mexico by ensuring all digital analytics are set-up and tested to ensure online performances are tracked accurately.

Working with other PSP team members and third party vendors, the Associate will ensure coding is correctly in place across UNHCR Spanish's website and its respective donation landing pages, e-mails / e-appeals, social media, display advertising and search engine marketing. The Associate will help ensure recording and tracking online private sector contributions (cash) are timely and accurate.

Accountability (key results that will be achieved)

- Accurately and promptly updates database, liaises with internal teams and third party database service providers.
- Accurately and promptly records and / or uploads online contributions from private sector donors, representing donor intents.
- Acts as the point of contact for online endeavours at UNHCR Mexico.
- Liases with external third party digital fundraising suppliers and other stakeholders to ensure all parties involved receive relevant information related to PSP Mexico's online fundraising activities.
- Creates and maintains the publishing of web, email and social content related to the online fundraising program.

Responsibility (processes and functions undertaken to achieve results)

- Oversee setup and rollout of backend and frontend of online giving platform in collaboration with service provider (income processing, online donor form, websites).
- Oversee setup and rollout of donor online donor stewardship program to enhance donor relations, including the email program.
- Oversee online media performance (including search performance), in collaboration with digital media agency. Analyze their reports to make optimum recommendations to improve monetary value of search engine on various platforms.
- Work closely with PI and agency on social media strategy, make regular updates on social media and oversee social media advertising.
- Work in tandem other UNHCR colleagues (when applicable) to ensure website is current.
- Oversee planning and rollout of digital campaigns in collaboration with agency.
- Create and maintain online donation landing pages and their contents within CMS.
- Create and deploy e-appeals to UNHCR donors and subscribers in conjunction with other direct response fundraising activities.
- Liaise with key stakeholders (PSP Mexico & Digital Engagement Section) to ensure processes/procedures are adhered to, online donations are tracked, reported and uploaded to UNHCR Mexico's database.
- Work with UNHCR web and database focal points and web service provider, act as in-house technical support.
- Maintain www.acnur.org website and e-mail lists (donors + supporters) to ensure UNHCR is compliant with Mexico's anti-spam legislation.
- Analyze and report on all fundraising activities executed and provide strategic recommendations to boost ROI.
- Collect and synthesize data to report on all applicable fundraising online performance metrics (i.e. – conversion rates, clickthrough rates, CPA, site traffic, ROI etc.)
- Develop and complete reporting templates that pertain to online marketing, fundraising and communications performance.
- Support the team in procurement processes relevant to the digital program
- Support digital planning processes (forecasting, benchmarking)
- Undertake other tasks as required.

Authority (decisions made in executing responsibilities and to achieve results)

- Alert all PSP Mexico and third party focal points when deadlines for online activities are approaching - all digital fundraising activities.
- Monitor and assess online fundraising campaign and email campaign performances and results.
- Provide research on the latest digital fundraising trends for PSP appeals.
- Keeps abreast of privacy legislation, pertaining to Mexico's anti-spam and data protection laws.

Monitoring and Progress Controls

- Meet PSP Mexico's online fundraising objectives as set out in the Annual Plan (existing donor + acquisition audiences).
- Contribute to the overall annual income target, as established in the annual plan and budget.

Qualifications and Competencies:

- A degree or diploma in marketing, communication, advertising, business administration or a similar program.
- A minimum of three years of experience in online fundraising, online communications or digital marketing.
- Strong background in running online campaigns for the purposes of customer acquisition.
- A strong knowledge of web analytics platforms (i.e. - Google Analytics).



UNHCR

United Nations High Commissioner for Refugees
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- A vast knowledge and understanding of digital measurement / metrics.
- Experience producing online performance reports for senior stakeholders.
- Experience working with content-management-systems (CMS) and e-mail marketing tools.
- Experience working with digital agencies and managing online acquisition campaigns.
- Ability to work in a fast-paced environment.
- Strong analytical, written and verbal skills in fundraising.
- Strong project management, planning and organizational skills
- Strong problem solving skills, ability to work autonomously
- Professional experience within the non-for-profit sector, UN agencies or international institutions is an asset.
- Experience with database management is an asset (e.g. Salesforce)
- Full command of English and Spanish.

How to Apply: Email your application in English to mexmevac@unhcr.org with subject VACANT: **Family Name/PSP Snr Online Assoc (UNOPS-ICA-LOCAL)** along with United Nations Personal History (P11) Form (available at <http://www.unhcr.org/recruit/p11new.doc>), full curriculum vitae and one page motivation letter.

Note: Only pre-selected candidates will be contacted.