

**Job Announcement**



## **Fundraising Manager (Individual Giving), India**

Location: New Delhi, India

Reporting to: Chief, Resource Mobilisation & Partnerships

Annual salary: UNICEF offers an unbeatable, comprehensive, tax-free remuneration package

Job level: P4 For more details on UN salary scales please click [here](#).

Contract type: Full time 4-year assignment with possibility to renew.

**Strategic office context:**

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 favouritism. 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 fulfil 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 nation.

**Purpose of the role:**

Under the supervision of the Chief, Resource Mobilization & Partnerships (RMP), the incumbent will be responsible for all areas of income generation from the general public, i.e., Individual Giving (IG), including:

- Providing strong leadership and strategic guidance to International Country Office (ICO) in all areas of private sector fundraising from individual donors (primarily focusing on developing the pool of active monthly giving 'pledge' donors).
- Providing leadership and guidance to the individual fundraising team in developing core and technical competencies through recruiting, training, and developing staff skills, capabilities, and capacities.
- Developing robust and ambitious income and expenditure budgets (including global investment funds) and clear action plans to ensure delivery on, or ahead of, target. Also providing useful and timely reporting to management in ICO, Regional Support Centre and to the global fundraising office in Geneva and representing ICO IG activities with these vital internal global partners.
- Strengthening support/operational systems and mechanisms that underpin delivery of UNICEF's strategic objectives for individual fundraising – for example maximising the potential of the Salesforce donor management system.
- Facilitating and supporting cross-sectional collaboration between IG fundraising and the Partnerships team (also within the RMP section) and the Communications Advocacy and Programmes (CAP) team in key areas related to maximising opportunities. Building UNICEF's brand in India and developing advocacy messaging and communications to drive key attitude and behaviour change amongst the public in line with promoting UNICEF's mission and mandate for children.

**Summary of key functions/accountabilities:**

**Fundraising technical leadership**

- Lead the long-term strategic planning, development, and implementation of individual fundraising activities within the country, in order to optimize fundraising and revenue potential with a key focus on optimizing and developing pledge acquisition channels and improving pledge retention and life time value (LTV).
- Develop and constantly revise an annual work plan and budgets for individual donors. Monitor and facilitate the implementation of fundraising strategies and work-plans to achieve targets.
- Strategically plan for, secure allocation of, and manage IG investment funds each year.
- Develop, implement, and oversee all individual donor reporting and analysis required in order to strategically grow income.
- Maintain intelligence on the latest developments in the market, including successful techniques being used by commercial and non-profit organizations to acquire customers/donors and maximize LTV, and the plans and activities of competitors.
- Ensure that new and innovative streams for fundraising from individuals are tested, assessed, and implemented in a systematic and robust way.

- Ensure that all activities protect and promote the UNICEF brand.
- Review and evaluate fundraising performance through robust and timely monitoring and to recommend changes and adjustments to plans as needed.
- Ensure that global PFP policies and guidelines are adhered to and implemented.
- Provide regular reports to the Chief of Resource Mobilization, RSC Bangkok and PFP Geneva on actuals vs. targets and KPI vs. forecast and targets set for the strategic period and each year's targets and other reports as and when required.
- Keep up to date with PFP individual donor guidelines and best practices to ensure all global best practices and key learnings are utilized where relevant in Indian individual donor fundraising.
- Attend relevant fora, workshops, and meetings both internationally and nationally as required by the Resource Mobilization Chief when relevant for IG.

#### **Team management**

- Provide leadership, management, and oversight for the Individual Giving fundraising team (specifically relating to donor recruitment, donor retention, donor/database management and business insight) and to ensure the implementation of the strategic plan for individual donors including in terms of vision, strategic focus, and planning.
- Lead the recruitment, training, and capacity development of the individual fundraising team, ensuring also that the team remains up-to-speed with new and innovative fundraising modalities and techniques.
- Optimize, review, and evaluate staff performance in the individual fundraising team, through robust and timely monitoring (especially the ACHIEVE annual planning and review cycle) and to recommend development opportunities as needed.

#### **Appoint and manage partners and suppliers**

- Oversee and develop professional relationships with suppliers and partners (including but not limited to donor recruitment, donor management and retention, call centers, hiring and managing fundraising consultants, digital marketing, TV production, media buying, design, and content creation) in order to promote excellence in recruiting and retaining donors and ensure that costs and returns on investment are optimized.
- Ensure that UNICEF procurement policies are followed and timescales pre-empted at all times.

#### **Fundraising communications**

- Lead on the development of creative, generating engaging and inspiring fundraising materials for every channel within the IG remit – including face-to-face, DRTV, and digital donor recruitment and donor retention, and including written and visual content and including telephone scripts.
- Lead on the development and optimization of donor journeys to maximize donor engagement and drive all metrics related to retention and lifetime value maximization.
- Oversee, with the BI specialist, the optimization of the Salesforce database and donor insight to direct donor communications strategies and plans.

- Ensure that the IG team has access to the right design and creative agencies and consultants and manages each, to ensure they are empowered to provide top quality outputs.
- Champion the UNICEF brand in coordination with Advocacy & Communications section, where individual donor fundraising is involved, to ensure advocacy and messaging are consistent and strategic and that the strategic programme priorities are being communicated to the general public and external partners.

#### **Core values**

- Care
- Respect
- Integrity
- Trust
- Accountability

#### **Core competencies**

- Builds and maintains partnerships
- Demonstrates self-awareness and ethical awareness
- Drive to achieve results for impact
- Innovates and embraces change
- Manages ambiguity and complexity
- Thinks and acts strategically
- Works collaboratively with others
- Nurtures, leads and manages people

#### **Qualifications**

##### **Education**

- Advanced university degree in Business Administration, Marketing, Communications, Fundraising, or a related field preferred.
- **OR** a first-level university degree in combination with qualifying experience may be accepted in lieu of an advanced university degree.
- Additional professional qualification in fundraising and/or marketing and/or communications is an asset.

##### **Experience**

- Eight years of relevant and progressively responsible professional work experience in managing an individual donor fundraising programme together with a proven track record in driving income growth; equivalent direct marketing experience in a commercial context will be considered as qualifying experience.

- Significant experience in managing teams to deliver on financial outcomes.
- Experience in commercial direct marketing, and in communication is an asset.
- Familiarity with various individual fundraising/marketing techniques e.g., direct mail, face-to-face fundraising/sales, telephone fundraising/marketing, digital fundraising /marketing; experience in dealing with suppliers and external agencies.
- Regional or global experience is an asset.
- Knowledge of, and experience in, India is an advantage, as is knowledge of, and experience in, other emerging economies, as well as experience of working in international organizations.

### **Language Requirements**

- Fluency in English required. Knowledge of another UN official language is an asset.

### **How to apply**

Please send a letter of application stating the skills and approach that you would bring to the post with your CV/resume (no photos) in English and in strict confidence by email only to Ruth Gardner at [ruth@darylupsall.com](mailto:ruth@darylupsall.com). Please ensure that they are sent as pdf documents with the titles “your name cover letter” and “your name CV” Please put “UNICEF – Fundraising Manager IG” in the email subject line. Also please let us know where you saw the post advertised.

**The deadline for applications is Sunday 19th February 2023**

**PLEASE NOTE: There will be a two-stage application process which means that candidates that fully meet the criteria above will be subsequently asked to complete a further online process within the UNICEF recruitment system**

*Daryl Upsall International actively promotes equality, diversity, and inclusion. In recruiting candidates, we seek candidates with the proven skills required, irrespective of race, gender, religion or belief, age, disability, or sexual orientation.*