

1. Job Type

## 2. Job Information

Title

Functional Group - Level 1  Grade

Functional Group - Level 2  Job Code

Functional Group - Level 3  CCOG Code

Functional Clearance Required

### FOR EXPERT POSITIONS ONLY

Position Number  Location

Supervisor Position Number

Supervisor's Title  Supervisor Grade

## 3. 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.

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 have developed a \$1 Billion Private Sector Fundraising Strategy 2018-2025. This strategy focuses on both Individual Giving and Private Sector Partnerships and identifies 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 per year to UNHCR.

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.

## 4. Duties

- Lead the development and implementation of the Private Sector fundraising programme within the Area of Responsibility (AoR).
- Take a leading role in the digital transformation and supporter experience across all Individual Giving activity in line with the global strategy.
- Oversee the management of the donor acquisition programme through several channels, potentially including face-to-face fundraising using both outsourced and in-house methods, digital fundraising, cold direct mail, direct response television and printed media.

- Effectively manage the donor retention and donor development programme through several channels including direct mail, email telemarketing and SMS.
- Oversee the fundraising communications and donor acquisition activities during emergency fundraising situations as fast and as effectively as possible and maintain accurate, and recommend modifications to, emergency response procedures.
- Take a lead in the evolution of the Individual Giving fundraising programme by strategically looking for opportunities to appropriately grow, diversify and utilise new technology.
- Lead integrated fundraising projects across different departments.
- Manage relations with partners, media, contractors and suppliers for PSP programmes.
- Oversee the PSP donor database ensuring that donor records are kept up to date. Review analysis and PSP campaign results.
- Contribute to donor understanding through ongoing research and analysis, and to implementing segmentation strategies for 'one to many' marketing activities.
- Monitor all key performance indicators and analysis to support and inform the Individual Giving strategy and its implantation.
- Contribute to the development of National Growth Fund submissions for Individual Giving fundraising to secure funding to increase and develop the donor base.
- Manage and/or oversee the Individual Giving budgets and review quarterly reports including forecasts, and progress reports as required.
- Keep abreast of UNHCR's work globally and communicate relevant information to existing and prospective audiences.
- Perform other related duties that may be required.

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## 5. Minimum Qualifications

### Education & Professional Work Experience

#### Years of Experience / Degree Level

*For P4/NOD - 9 years relevant experience with Undergraduate degree; or 8 years relevant experience with Graduate degree; or 7 years relevant experience with Doctorate degree*

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#### Field(s) of Education

*Business Administration  
or other relevant field.*

*Marketing*

*Political or Social Sciences*

(Field(s) of Education marked with an asterisk\* are essential)

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#### Certificates and/or Licenses

Qualifications in fundraising

Marketing

(Certificates and Licenses marked with an asterisk\* are essential)

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#### Relevant Job Experience

##### **Essential**

Minimum of 7 year of professional experience in Private Sector Fundraising and in particular Individual Giving. Expertise and up-to-date knowledge of donor acquisition channels (Face-to-Face, Digital, Mail and DRTV desirable), donor retention and donor development methods. Proven project management skills for integrated fundraising or communications campaigns. Proven ability to meet fundraising targets. Experience in relationship management with Suppliers and Supporters. Proficiency in, and experience working with Microsoft Office. Proven ability to deal with multiple tasks/projects.

##### **Desirable**

Knowledge of the United Nations and working within the United Nations. Experience emergency fundraising, monthly giving, middle level giving and legacy marketing. Analytical and creative thinking ability.

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#### Functional Skills

*FR-PSFR Direct Marketing and Direct Response Fundraising*

*FR-Experience in Private Sector Fundraising*

*FR-Fundraising-face to face, mass appeal, 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

(Functional Skills marked with an asterisk\* are essential)

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## **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.**

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## **6. 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**

Empowering and Building Trust  
Managing Performance  
Judgement and Decision Making  
Managing Resources  
Leadership  
Strategic Planning and Vision

### **Cross-Functional Competencies**

Analytical Thinking  
Innovation and Creativity  
Planning and Organizing

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All UNHCR workforce members must individually and collectively, contribute towards a working environment where each person feels safe, and empowered to perform their duties. This includes by demonstrating no tolerance for sexual exploitation and abuse, harassment including sexual harassment, sexism, gender inequality, discrimination, and abuse of power.

As individuals and as managers, all must be proactive in preventing and responding to inappropriate conduct, support ongoing dialogue on these matters and speaking up and seeking guidance and support from relevant UNHCR resources when these issues arise.

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This is a Standard Job Description for all UNHCR jobs with this job title and grade level. The Operational Context may contain additional essential and/or desirable qualifications relating to the specific operation and/or position. Any such requirements are incorporated by reference in this Job Description and will be considered for the screening, shortlisting and selection of candidates.

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### FOR EXPERT POSITIONS ONLY

Position Number  Location

Supervisor Position Number

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## 3. Organizational Setting and Work Relationships

The Private Sector Partnerships Service (PSP) sits within UNHCR's Division of External Relations (DER) and is responsible for mobilizing resources for refugees from the private sector. UNHCR has developed a Private Sector Fundraising Strategy 2018-2025 which has the ambition of growing PSP into a service capable of generating \$1 Billion annually and identifies priority fundraising markets and regions.

As part of this strategy, and in order to achieve the ambitious objectives of mobilizing necessary resources for UNHCR, PSP's Private Partnerships and Philanthropy (PPH) Section develops and strengthens long-term partnerships with companies, foundations and private philanthropists ("PPH donors"). As part of a wider fundraising team, the primary role of PPH colleagues is to seek various forms of support from PPH donors: securing funding for UNHCR programmes and projects will be considered priority, but the work also includes leveraging the capacities of these partnerships beyond funding, in order to build long-lasting holistic partnerships bringing various forms of support to UNHCR and to persons of concern, such as advocacy, visibility, expertise, innovation and public engagement.

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## 4. Duties

- Lead on the engagement with a portfolio of PPH donors, and set strategic directions for all activities relevant for the acquisition and strengthening of partnerships and relationships with them, ensuring that a dynamic pipeline is in place and regularly assessed and updated.
- Nurture, develop and oversee existing relationships which are part of the incumbent's portfolio, and ensure that they are leveraged to their full potential, and donor requirements are fulfilled, while assessing the continued benefit of the partnership(s) to UNHCR.
- Define income targets, projections and KPIs for relationships and partnerships with PPH donors, in line with the Global PPH Strategic Framework, and perform strategic analyses and provide an insight onto delivery and management of partnerships.

- Be responsible and accountable for the performance of PPH specific activities, to check that income is on track as per the targets established, to guarantee donor satisfaction and to report back on the successful implementation of activities against plans and priorities.
- Ensure that records on relationships are accurate and up-to-date on Salesforce, and capture all relevant information and communications with donors.
- If applicable, manage the PPH team, and ensure they are delivering upon their individual targets and objectives.
- Build solid stewardship plans aimed at increasing engagement of existing donors and ensuring that they will remain loyal to the organisation in the long term; and, when requested, make recommendations to management regarding strategic directions in matters related to PPH.
- Act as the main UNHCR focal points for the donors and partners which are part of the incumbent's portfolio, and respond to all queries about them, providing input and briefing notes, as required. This includes being the main focal point for negotiations on funding and grants, brokering communications between the donor/partner and relevant internal functions as required, and ultimately being responsible and accountable for the accurate recording, tracking and implementation of contributions, and for the fulfilment of UNHCR obligations under the grant agreement signed.
- Participate in and organize high-profile events attended by existing and potential donors to expand networking opportunities and/or as part of cultivation or stewardship plans.
- Work with PSP management in the identification of key industrial sectors to be approached within a determined PSP market; and contribute to the development and implementation of the PPH components of the local PSP/PPH strategy.
- Be responsible for the PPH section of the PSP team's PSP Annual Plans and Budgets.
- Monitor and assess the success of PPH activities according to approved plans; and provide reporting on PPH investment and performance as required. This includes monitoring income raised, assessing the health of pipelines and examine the continue accuracy and reliability of income projections to ensure PPH targets are met.
- Maximize visibility opportunities for UNHCR by exploring opportunities arising from the interaction with influent/affluent donors/prospects, and making recommendations to PSP management in this regard when requested.
- Represent PPH interests towards the rest of PSP and local and regional UNHCR Representatives, ensuring that PPH's work is understood and promoted internally.
- In collaboration with the Shared Value Partnerships Unit in Geneva, explore and establish non-financial components of relationships and partnerships when warranted for the purposes of donor engagement and loyalty, and if those components are in line with PSP objectives and UNHCR needs.
- The incumbent of the position will perform in direct link with the broader PSP country market plans and context, including effective collaborating on and working towards non-direct cash elements together with IG and campaigns, such expanding network for other purposes like in-kind, free publicity, CRM or location access for face-to-face frontliners.

#### ***Private Philanthropy***

- Lead on the development of relationships with private philanthropists, major donors, HNWIs, and ultra UNWIs; and, as delegated, identify priorities and establish clear frameworks for engagement, as part of the local private sector engagement strategies, and annual plans.
- Manage a select portfolio of philanthropic relationships; develop and implement bespoke care plans for donors to ensure that donors are engaged with the organization. This can include keeping donors informed of issues and locations that interest them, organizing participation in UNHCR or refugee-related events, planning communications and media opportunities and leading on the organization of missions.
- Lead on the organization of high-level, tailored events for major donors and HNWIs, and engage with potential and existing donors at high-profile events.
- Ensure the quality and accuracy of materials prepared for major donor audiences, directing the coordination with relevant internal stakeholders to ensure materials and messaging are in line with UNHCR priorities and branding.
- Develop strategies and plans to engage major donors, and HNWIs in a specific market, in line with the PSP Global Strategy and the PPH Strategic Framework.
- Keep up to date with the latest philanthropic trends and, as appropriate, commission research and screenings on wealthy individuals to ensure that further opportunities to increase the portfolio of potential major donors/HNWIs are identified and researched.
- Develop programmes and initiatives to enhance the donor's supporter journey, including working with Individual Giving colleagues to design and implement strategies and activities to upgrade and transition appropriate middle donors to the major donor/HNWI programme.
- Set strategies and processes designed to establish and/or strengthen philanthropic relationships with major donors and HNWIs with the aim of ensuring donors reach their peak giving level.
- If appropriate, lead on the major donor/HNWI segment of legacy and planned giving programmes, in close collaboration with Individual Giving colleagues.
- Regularly coordinate with colleagues in UNHCR HQ and other PSP offices to identify potential areas of collaboration to engage major donors and HNWIs, and to find opportunities for synergies.

#### ***Foundations***

- Lead on the development and strengthening of relationships with foundations; and, as delegated and in collaboration with the supervisor, identify priorities and establish clear frameworks for engagement of foundations. This can include keeping updated on the philanthropic calendar, such as gatherings of foundations and philanthropic networks and circles, as well as of key deadlines for applications of major foundation grants.
- Be responsible for the quality and accuracy of the submission of applications for foundations grants, and ensure that the grant is in line with UNHCR standards and fulfils the donor's criteria and requirements.
- Manage a select portfolio of foundations relationships; and develop and implement foundations-specific cultivation and stewardship plans.
- Keep informed of the latest philanthropic trends, and, if applicable, work with the supervisor commission research on foundations to ensure that opportunities are identified and researched, and that products developed for foundations audiences are targeted;

- Create and develop materials for foundations, in line with donor interests, ensuring that they are designed to achieve maximum results.
- Represent UNHCR/PSP in events for foundation and philanthropic networks and/or events in which senior foundations leaders are attending, and/or prepare for UNHCR senior leadership's participation in such events, if applicable.
- Develop, lead and track performance on joint advocacy and communications plans with foundations in support of stewardship goals in order to raise awareness about and increase visibility of the programmes supported by the foundations, about UNHCR and about the refugee cause.
- Develop guidance and training on foundation cultivation, stewardship and new business approaches; and ensure that case studies and best practices in foundations relationships are recorded and disseminated, thus supporting internal communications, coordination and planning.
- If applicable, develop of a strategy to engage foundations or foundation networks, ensuring that they are in line with the PSP Global Strategy and the PPH Strategic Framework, and with UNHCR's organization-wide or sectoral strategic directions and priorities.

### **Corporates**

- Lead on the acquisition and development of partnerships with corporates and corporate foundations, identify priorities and clear frameworks for engagement.
- Design and implement initiatives and materials for corporate audiences; and prepare and deliver pitches, briefings and presentations which communicate to corporate partners' representatives, in an accurate, timely and persuasive manner, relevant information on UNHCR's programs and activities.
- Manage a select portfolio of corporate partnerships, and develop and lead on cultivation and stewardship plans to ensure that their competencies are leveraged for the benefit of UNHCR and persons of concern, that the partnership is achieving its full potential, and that that corporate partners can access partnership benefits in line with UNHCR's benefits matrix.
- Assess possibilities for and lead on the delivery of joint initiatives with corporate partners, such as cause-related marketing campaigns, joint communications and employee engagement plans.
- If applicable, identify, explore and seize opportunities for in-kind donations from corporates, keeping in mind applicable UNHCR policies, and assessing whether the acceptance or rejection of the donation is strategic in light of cultivation and stewardship goals.
- If applicable, work with the Shared Value Partnerships Unit to identify opportunities for non-financial engagement with potential and existing corporate partners.
- Be responsible for the delivery of relevant, accurate and timely information and reports to partners on UNHCR's programs and activities including on-time reporting of the impact of their contributions.
- Ensure that corporate fundraising, partnership and social responsibility case studies and materials are recorded and disseminated for learning and internal communications purposes.
- Lead on the development and maintenance of case for support for corporate partnerships, working with the relevant units to develop materials for external presentation.
- If applicable, develop a strategy to engage corporations and corporate foundations, in line with the PSP Global Strategy and the PPH Strategic Framework.
- Perform other related duties as required.

## **5. Minimum Qualifications**

### **Education & Professional Work Experience**

#### **Years of Experience / Degree Level**

*For P4/NOD - 9 years relevant experience with Undergraduate degree; or 8 years relevant experience with Graduate degree; or 7 years relevant experience with Doctorate degree*

#### **Field(s) of Education**

*Marketing,  
International Relations,  
Social Sciences,*

*Communications,  
Economics,  
or other relevant field.*

*Journalism,  
Business Administration/Management,*

*(Field(s) of Education marked with an asterisk\* are essential)*

#### **Certificates and/or Licenses**

*Fundraising*

*(Certificates and Licenses marked with an asterisk\* are essential)*

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## **Relevant Job Experience**

### ***Essential***

Relevant professional experience in private sector fundraising and/or partnerships and/or managing relationships with donors and/or external partners, with exposure to an international environment and/or with humanitarian organizations. Possess expertise and up-to-date knowledge of existing and new fundraising/partnership management techniques, and of major trends in the philanthropic landscape. Experience in project management, with a proven track record of successfully implementing plans requiring expert knowledge at times. Experience in leading fundraising teams, and/or in managing multiple colleagues with different skillsets and areas of responsibility. Proven ability to keep track of performance, and meet or exceed targets. Ability to establish and implement strategies and plans according to priorities, to manage and mitigate risks, and to balance different and sometimes competing needs and interests. Experience in managing and coordinating between multiple stakeholders, with an ability to multi-task, manage time, keep with tight deadlines, and to thrive in a high-pressure environment. Ability to produce high-quality written materials tailored to specific audiences.

### ***Desirable***

Experience in starting up and/or managing private sector partnership and/or individual donor relationships in new and/or challenging markets. Experience in a UN field location and/or in a developing country. Knowledge of humanitarian and/or development programming. Knowledge of and experience in a specialized area of fundraising, such as legacies, planned giving, or cause-related marketing. Familiarity with SharePoint 365 platform. Familiarity with CRM systems, ideally Salesforce.

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## **Functional Skills**

*FR-PSFR Management/Support of Private Sector Fundraising Investment processes/procedures*

*FR-Fundraising*

*FR-Fundraising materials production and management*

*FR-Fundraising Mechanism of Donor Governments*

*FR-Corporate Fundraising and/or Foundation Fundraising*

*FR-Leadership Giving/Individual Giving Fundraising programmes*

*FR-Corporate Partnership Fundraising*

*FR-Experience in fundraising organizations*

*FR-Emergency Fundraising*

*FR-Middle and/or Major Donor Fundraising*

*FR-Fundraising (incl. operations, programmes)*

*FR-Experience in Private Sector Fundraising*

*FR-Fundraising - High Net Worth Individuals (HNWI)*

*FR-PSFR Management of Private Sector Fundraising Investments in new markets*

*IT-MS Office Applications;*

*IT-Business Intelligence (BI)*

*IT-Computer Literacy*

*CL-Multi-stakeholder Communications with Partners, Government & Community*

(Functional Skills marked with an asterisk\* are essential)

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*Accountability*

*Communication*

*Organizational Awareness*

*Teamwork & Collaboration*

*Commitment to Continuous Learning*

*Client & Result Orientation*

### **Managerial Competencies**

*Empowering and Building Trust*

*Managing Resources*

*Managing Performance*

*Strategic Planning and Vision*

### **Cross-Functional Competencies**

*Negotiation and Conflict Resolution*

*Political Awareness*

*Stakeholder Management*

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All UNHCR workforce members must individually and collectively, contribute towards a working environment where each person feels safe, and empowered to perform their duties. This includes by demonstrating no tolerance for sexual exploitation and abuse, harassment including sexual harassment, sexism, gender inequality, discrimination, and abuse of power.

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