

**TERMS OF REFERENCE  
(Individual Contractor Agreement)**

**Title:** Tele- Fundraising and Call Centre (Fundraiser)  
**Duty station:** Bangkok, Thailand  
**Section/Unit:** Private Sector Partnership Services (PSP)

**1. General Background**

(Brief description of the national, sector-specific or other relevant context in which the individual contractor will operate)

Private Sector Partnerships Service (PSP) is mandated to lead and coordinate international action to protect and assist refugees, forcibly displaced and stateless people and responsible for mobilizing resources from the private sector for refugees, forcibly displaced and stateless people. PSP has developed a Private Sector Fundraising Strategy focusing on both Individual Giving and Private Philanthropy, identifying priority fundraising markets and regions.

Tele- Fundraising and Call Centre (Fundraiser) is responsible to raise funds for PSP Thailand as a member of a team by signing up recurring and one-off donors to the programme from allocated lead data by PSP Thailand; As a Tele- Fundraising and Call Centre (Fundraiser), the staff will assist to build a strong, supportive, and productive team environment which upholds professional standards and the aims, values, and reputation of PSP. This position supports the In-house Tele Fundraising and Donor Development programme in generating sustainable income for PSP Thailand.

**2. Purpose and Scope of Assignment**

(Concise and detailed description of activities, tasks and responsibilities to be undertaken, including expected travel, if applicable)

Tele- Fundraising and Call Centre (Fundraiser) is required to perform the following duties under the supervision of the Associate PSP Officer:

Sales

- Acquire regular giving and one-off donors according to the set target and in line with the code of conduct set by PSP Thailand.
- Acquisition call programme include:
  - o Lead conversion-
    - Conduct outbound calls to approach potential PSP donors (leads) and recruit regular giving donors.
- Achieve outbound operations to engage with existing donors and lapsed donors for the following tasks:
  - o Existing donor development call programme include;
    - Welcome call –
      - thank and welcome donors,
      - check personal and financial details,
      - check information given by recruiters,
      - give possible additional information about donations,
      - conduct surveys on donor preferences and

- provide impressive and pleasure donor experience.
- Rehash monthly donation to be 6 or 12 monthly donation.
  - During the welcome call, provide benefits of 6 or 12 monthly donation and rehash monthly donation to be 6 or 12 monthly donation.
- Upgrade –
  - increase the regular gift value or
  - succeed an extra one-off donation or
  - succeed an extra recurring donation.
- One-time donation conversion –
  - thank donors for one-off donation and
  - convert to recurring gift donors or
  - repeated one time donation.
- Lapsed donor development call programme include;
  - Recapturing of lapsed donors within 12 months –
    - understand the cancellation and rejection reason of lapsed donors and convince donors to reactivate the recurring donation.
  - Reactivation of lapsed donors more than 12 months –
    - understand the cancellation reason and rejection reason of lapsed donors and convince donors to reactivate the recurring donation.

### Advocacy

- Represent PSP Thailand on the call and ensure that the call conversation is performed in a professional manner, including tone of voices and communications.
- Perform the call activities while ensuring that all required key performance indicators (KPIs) are met.

### Administration

- Conduct donation management for any calls in line with The Personal Data Protection Act and PCI compliance.
- Process the donation and ensure that team's pledge in CRM accurately, legibly, and completely.

### Programme Performance

- Close monitor and analyze own performance ensuring that all targets and KPIs are met or exceeded.
- Maintain and grow own performance in order to assist in establishing strong teams that consistently meet the required targets.

### Performance Management of Staff

- Ensure any disciplinary action taken is done in line with organizational policy and tele fundraising staff performance policy.

### Monitoring and Reporting

- Set and monitor daily target and ensure that own and team targets are achieved or surpassed.
- Ensure punctuality, time management and positive attitude.
- Provide basic daily, weekly, monthly, quarterly and yearly reports to the supervisor and team.

### Support

- Motivate and encourage team members to perform and create positive working environment

- Lead by example by having positive attitude, punctuality, good time management, professionalism, problem solving ability, and performance consistency.
- Relay organizational information to team members.
- Find creative ways to motivate and encourage own team to achieve targets.
- Comply with team's KPIs and other department's monitoring standards

### Others

- Tele- Fundraising and Call Centre (Fundraiser) may be asked to perform other similar duties as required.

### **3. Qualifications and Experience**

(List the required education, work experience, expertise and competencies of the individual contractor. The listed education and experience should correspond with the level at which the contract is offered.)

#### **a. Education** (Level and area of required and/or preferred education)

- University degree in one of the following areas: Communication, Sale and Marketing, or Public Relations or any related field.

#### **b. Work Experience**

(List number of years and area of required work experience. Clearly distinguish between required experience and experience which could be an asset.)

- Experience in direct sales, tele sales and marketing, or related field (fundraising and marketing, etc.)

#### **c. Key Competencies**

(Technical knowledge, skills, managerial competencies or other personal competencies relevant to the performance of the assignment. Clearly distinguish between required and desired competencies)

#### **Competencies**

- Basic knowledge of Tele-fundraising or tele sales and marketing
- Identify with the cause of the organization
- Ability to motivate and lead a team
- Results driven

#### **Qualities**

- Acts with integrity, honesty, and responsibility
- Excellent communication skills
- Positive and highly motivated
- Outstanding leadership and interpersonal skills

#### **Submission of Applications:**

Please submit your application with resume by e-mail to [Thabaf2f@unhcr.org](mailto:Thabaf2f@unhcr.org) by the closing date.