



## EXTERNAL VACANCY ANNOUNCEMENT

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**Position:** ASSISTANT PSP OFFICER (INDIVIDUAL GIVING)  
**Category:** National Officer / NOA  
**Duty Station:** Sao Paulo, BRAZIL  
**Tentative Start Date:** 1 July 2017  
**Est. Monthly Gross Salary:** BRL 16,000 per month

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### 1. ORGANIZATIONAL CONTEXT

The primary purpose of the Private Sector Partnerships (PSP) UNHCR Brazil is to generate income from individual donors, corporate and foundations, in order to sustain UNHCR activities worldwide.

Reporting directly to the Associate PSP Officer and working in close coordination with the UNHCR's Global Individual Giving Unit and UNHCR Country Office Brazil, the Assistant PSP Officer (IG) will be responsible for developing and implementing the fundraising strategy for Individual Giving and the achievement of strategic objectives and revenue targets. The IG programme is aimed to generate both monthly and one-time donations from individuals using various channels and methods including direct mail, face-to-face fundraising, telemarketing, internet based fundraising and emergency fundraising, with focus on strong donor loyalty and lifetime value.

The Assistant PSP Officer (IG) will also play a key role in developing a coordinated approach to fundraising and strategic plan for PSP Brazil.

### 2. FUNCTIONAL STATEMENT

#### **Accountability**

- UNHCR IG programme in Brazil is established according to a solid long term strategy to generate growing income to sustain UNHCR activities worldwide.
- The Brazilian IG annual PSP plan including its associated income targets and other goals are developed, implemented/achieved and reported in a timely manner.
- The annual expenditure budget for IG PSP Operations in Brazil is efficiently managed.

#### **Responsibility**

- Develop overall strategic direction, objectives and budget for the Individual Giving fundraising program.
- Manage the Individual Giving Annual Planning and Budget process and achieve strategic objective and revenue targets.
- Develop and implement an Individual Giving program that delivers strong donor loyalty and builds donor lifetime value.
- Increase both monthly and one-time donations from individuals using various online and offline channels including direct mail, face-to-face fundraising, telemarketing, internet based fundraising and emergency fundraising.
- Identify and develop new opportunities for Individual Giving, in both donor acquisition and donor development.
- Submit investment applications to UNHCR to fund donor acquisition and development activities.
- Liaise closely with the Leadership Giving (LG) team to ensure an overall strategically coordinated approach to fundraising by PSP Brazil.

- Provide monthly progress reports.
- Complete quarterly reports including reforecasts and progress reports as required.
- Develop and monitor all key performance indicators and analysis to support and inform the Individual Giving strategy and its implementation.
- Manage the PSP donor database producing ongoing analysis and monitoring PSP campaign results, and providing research on current donors and potential donors to inform future direct marketing activity.
- Manage and lead the Individual Giving fundraising team, providing vision and strategic direction.
- Set goals for individual team members, support and monitor their progress against set goals.
- Provide training and development for Individual Giving team members.
- Manage all RFP processes and oversee the appointment of suppliers to support fundraising.
- Manage and oversee all contracts with suppliers for the Individual Giving program.
- Manage relationships with fundraising suppliers, consultants and service providers.
- Liaise with UNHCR Brazil office and PSP HQ Administration Units to ensure UNHCR administrative procedures are followed.
- Participate in key international planning meetings, workshops and skill-shares.
- Deliver data as part of international UNHCR benchmarking and analysis projects, and participate in other projects as required.
- Complete other projects/tasks as assigned.

#### **Authority**

- Act as the focal point for implementation of the IG programme in Brazil to raise funds in Brazil for UNHCR programmes nation and worldwide.

### **3. REQUIRED COMPETENCIES**

#### **a) Managerial:**

- Empowering and building trust

#### **b) Cross-functional:**

- Analytical thinking
- Innovation and Creativity
- Planning and Organizing

### **4. ESSENTIAL MINIMUM QUALIFICATIONS AND PROFESSIONAL EXPERIENCE REQUIRED:**

- University degree in Marketing, International Relations, Journalism, Communications, Political Science, or related field.
- Minimum 2 years of relevant professional experience.
- Knowledge and experience of donor acquisition channels (Face-to-Face, Online and DRTV desirable), donor retention and donor development methods.
- Experience in developing and implementing cohesive, innovative, aggressive and integrated direct response strategies that have resulted in measurable and significant growth in net revenue and donor base.
- Experience with writing Annual Plans and Budgets.
- Demonstrated ability to motivate others/ team management.
- Exceptional communication and interpersonal skills including tact, team working, patience and the ability to write well.
- Highly organized, detail orientated and able to balance various activities on tight deadlines.
- Resourcefulness, initiative, maturity of judgment and ability to work independently.
- Availability to travel internationally as required.
- Excellent English and Portuguese language skills and knowledge of local institutions.

### **5. DESIRABLE QUALIFICATIONS & COMPETENCIES**

- Experience with middle level giving and emergency fundraising marketing.
  - Knowledge of the United Nations and working within the United Nations.
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**All applications must be submitted in English and include signed P.11 entry form and motivation letter.**

**Complete application package must be sent to [brabrhr@unhcr.org](mailto:brabrhr@unhcr.org) by 29 May 2017, with the subject line “ASSISTANT PSP OFFICER (INDIVIDUAL GIVING)”. Both P.11 and motivation letter files must be named with your name, i.e., “Your Name – Motivational Letter”.**

**Applications that do not meet the above specifications will be automatically disqualified.**

**Kindly note that UNHCR-Brazil does not issue receipt of applications, only shortlisted candidates will be contacted for the next phases of the selection process.**