



UNHCR

United Nations High Commissioner for Refugees
Haut Commissariat des Nations Unies pour les réfugiés

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

Title: Digital Fundraising Assistant: UNOPS LICA-4

Duty station: Mexico City, Mexico

Deadline to apply: **March 3, 2019**

Background

The United Nations High Commissioner for Refugees (UNHCR) office was established on December 14, 1950 by the General Assembly of the United Nations. The Agency is mandated to direct and coordinate actions to protect people in refugee status and solve refugee problems. Its main purpose is to safeguard the rights and welfare of refugees. It also has a mandate to help stateless people. For more information on UNHCR, its mandate and operations please visit <http://www.unhcr.org>.

The *Private Sector Partnerships (PSP)* unit has as part of its responsibilities to raise funds through individual and corporate donations from foundations, individual and major donors.

With the aim of strengthen the digital PSP channel, we are looking to hire someone who supports general digital activities, analysis and coordination with national and international teams to be able to increase results.

Overall objective and scope of the post

The objective is to hire a person who can support the digital PSP channel, seeking the following scope:

- Keep up to date new digital donors list.
- Coordinate with internal and external teams to ensure tracking is reporting accurate information.
- Oversee setup and rollout of backend and frontend of online donation forms in collaboration with 3rd parties.
- Oversee online media performance (website and donation pages), analyze metrics and make adjustments based on analytics and in coordination with the digital team.
- Work together with the content and digital team in order to support the digital process and funnel.
- Monitor and track PSP digital campaigns performance and results.
- Develop and follow up KPIs weekly report.
- Support the team with administrative process, such as procurements and follow up on vendor payments.
- Work closely with UNHCR Mexico Database and Donor Care teams to ensure retention, optimization and fundraising campaigns.
- Test all new channels to ensure accurate tracking.
- Assist with digital media monitoring.

Experience:

- At least 3 years of digital experience
- At least 1 year of ascertainable experience in performance campaign.

- Strong knowledge of web analytics platforms
- Strong knowledge and understanding of digital metrics
- Desirable NGO experience
- At least 2 of SEO experience and SEM
- Experience working with content-management-systems (CMS) and e-mail marketing tools
- Experience with database management is an asset (e.g. Salesforce) desirable
- Knowledge of the digital LATAM regions desirable.

Skills and profile:

- Profile:
 - Strong analytical
 - Ability to work in a fast-paced environment
 - Ability to coordinate with internal and external teams
 - Strong planning and organizational skills
 - Full command of English and Spanish.
 - Able to manage basic excel files.

- Skills:
 - Teamwork
 - Results oriented
 - Adaptable to change
 - Proactive
 - Committed with deadlines

Monitor:

- Direct report to Associate PSP Officer
- Weekly KPIs report
- Weekly new donors base
- Monthly KPIs report
- Regular calls with national and international UNHCR teams
- Respect UNHCR brand guidelines

Results and deliverables:

Expected metrics for this position are the following:

- Templates for new releases
- Testing process for new media channels and donation pages
- New Regular donor and One Off donor data base from digital channel
- Leads and email subscribers data base
- Monthly KPIs report (website and donation pages analytics)
- Help to achieve the fundraising digital targets

How to apply:

Send your application through portal <http://mexico.unhcr.io/land.php> by March 3rd 2019, along with cover letter, CV, and completed P11 (PHF form).



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UNHCR is not in a position to provide any support related to work permits in Mexico. Applications from expatriate candidates are welcome, but the applicant must be in possession of a permanent residence card or a valid permit to work in Mexico or work home based.

NOTE: Only candidates that have been considered as relevant for the selection process will be contacted. An interview and technical test will be applied.