

TERMS OF REFERENCE

Fundraising Analyst and Database Support Consultant Private Sector Partnership Unit, Division of External Relations Copenhagen, Denmark

Project Title:	Fundraising Analysis and Database support
Organisation:	UNHCR
Job Title:	Fundraising Analyst and Database Support Consultant
Duty Station:	Copenhagen or to be agreed otherwise
Duration:	15 May to 15 November 2017, Full time
Contract Type:	Individual Consultant
Closing date:	25 April 2017

Background Information:

UNHCR works to protect refugees and other displaced people across the globe. The work is diverse, highly challenging and requires committed, responsive and flexible staff with a high degree of motivation and professional skill. In a context of growing humanitarian needs and pressured public budgets, UNHCR is increasing the level of resources it raises from Individual donors, corporate partners and foundations.

Within Private Sector and Partnership (PSP) unit, the Data Analysis Team sits in the Strategy and Marketing Section and provides strategic and technical support to embed IG (Individual Giving) excellence in national & regional IG programmes and ensure that PSP achieves high IG revenue growth in the coming years at an optimal level of performance. The Fundraising Analysis and Database Support will operate in a context where the Data Analysis Team is developing a number of key projects aiming at improving PSP level of insight into fundraising performance and identifying fundraising opportunities to build stronger PSP IG operations.

From a technical point of view, the success of projects in which the Fundraising Analysis and Database Support will be involved, will highly depend on the quality of the data feeding into the analysis, the improvement of systems and processes in place to transform raw data into fundraising information, and the team's capacity to formulate and disseminate actionable findings at global and national levels.

Duties and Responsibilities:

The Individual Consultant will be accompanied throughout his / her learning curve and provided with monthly objectives commonly agreed upon.

The project responsibilities involves daily work with the Supervisor and other members of the Strategy and Marketing Section, as well as related suppliers; regular work with members of PSP global and National teams; and occasional work with peers from other international organizations.

Under the direction of and in close collaboration with the Supervisor, the Fundraising Analysis and Database Support will be in charge of providing support in the following areas:

- a) LTV analysis project support, with a focus on data consistency across markets and being responsible for the data supply process
- b) Performance analysis and development of standard reports
- c) Diagnosis of database systems e.g. usability to supply key insights on fundraising performance
- d) Contributions to inter-agency benchmarking projects (i.e. Peer Review) and dissemination of key findings

Deliverables:

- a) LTV analysis project support
 - Oversee the entire data supply process, ensuring high level of data quality and data consistency across the different market participating to the project;
 - Support market in providing relevant data in the right format and in meeting the agreed deadlines;
 - Liaises with Project supplier to elaborate relevant technical documentation.
- b) Performance analysis and development of standard reports
 - Propose and implement improvements of the existing IG KPI reports;
 - Improvements will bear on contents, lay-out, and usability of the reports by non-technical users;
 - Follow-up with IT department (DIST) to enable functional improvements and integration between the different data environments and datasets (LTV dataset, Financial report, Inter-agency benchmarking projects) i.e. build 1 single report that can be easily customized at country / regional / global level.
- c) Diagnosis of database systems across National Fundraising Operations
 - Identify issues and opportunities to improve the way data is captured in the respective database systems, aiming at improving the quality of the analysis drawn from the data with focus on the Cost data collection;
 - Leads the development and implementation of a project to improve the way fundraising data is captured in the respective donor databases, for implementation from 2017 onwards in phases;
 - Collects and shares best practices drawn from the industry and the not-for-profit sector; develops guidelines if appropriate and leads on technical sessions in IG workshops when needed;
 - Liaises with relevant stakeholders to enable reconciliation between Fundraising and Finance systems in the future.
- d) Contributions to inter-agency benchmarking projects
 - Propose and implement improvements to the existing Decay metrics report; envisage the feasibility of producing similar reports drawn from raw data available from the LTV data repository;
 - Contribution to iNGO work groups aiming at improving the quality of the outputs of the iNGO benchmarking projects, e.g. in regards to data quality and categorization of FR activities;
 - Propose solutions to make reports available through Business-intelligence tools e.g. PowerBI, SharePoint and shift away from xls-based reports.

Essential Minimum Qualifications and Professional Experience Required:

Education

- Possess University level qualifications (Bachelor's or Master's degree) in a relevant area.

Job Experience

- The consultant should demonstrate minimum four years relevant job experience with a Bachelor's Degree or 2 years with a Master's Degree.
- In-depth knowledge and proven experience in fundraising analysis and performance evaluation is required;
- Proven track records in developing and implementing database-driven monitoring systems and providing fundraising analysis at operational and management levels used to drive marketing annual and long term strategy and investments, on a scale relevant to the post e.g. across several markets;
- Very good knowledge of common BI tools (E.g. Power BI, Tableau, Qlik, FastStats). Knowledge of VisualBasic and Databases SQL SERVER is a plus;
- Experience in an international non-profit organization or global company developing business on multiple markets, and involvement in benchmarking across products and markets, is required.

Language

- Written fluency in English (**required**).

Location:

The Consultant will preferably work from the Copenhagen office, but this is negotiable.

To Apply:

Interested applicants should submit their letter of motivation and Personal History Form (P11), including testimonials/degrees/certificates to DENCOCMUHR@unhcr.org indicating "**Fundraising Analyst Consultant**" in the subject of the email.

P11 forms are available on www.unhcr.org/recruit/p11new.doc

The deadline for applications is 25th April 2017