



**UNHCR**

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

## Digital fundraising and communication position with UNHCR, the UN Refugee Agency

**UNHCR Denmark is looking for a digital fundraising and communication expert who can lead and grow UNHCR's engagement with the Danish public.**

**Title:** Associate Digital Fundraising and Communication Officer

**Duty Station:** Copenhagen, Denmark

**Duration:** 1 January 2019 – 31 December 2019 (with possibility for extension)

**Contract Type:** UNOPS, International ICA, Level 1 (P2 equivalent)

**Advertisement start date:** 26 October 2018

**Application deadline:** 11 November 2018

### Organizational context

UNHCR, the UN Refugee Agency, is leading and coordinating international action to protect and assist refugees and other persons of concern and to seek solutions to their plight. For more than six decades, UNHCR's work has helped over 50 million refugees restart their lives. UNHCR teams are in the field in over 130 countries, using our expertise to protect and care for millions of people who have been forced to flee their homes.

The world is facing a historic refugee crisis and the support of the general public is essential – both through financial contributions and through other forms of active engagement in support of the world's refugees.

Throughout 2014-2015 UNHCR relocated several key functions and services from its Headquarters in Geneva to UN City in Copenhagen, including our Private Sector Partnerships Service (PSP) that is leading UNHCR's fast expanding global engagement of the private sector and the general public through an extensive network in the Americas, Europe, Asia Pacific, the Middle East and Gulf region and Africa. With high ambitions and rapid growth, PSP's global experts on digital communication and campaigns are currently setting new and inspiring standards for UNHCR in our efforts to secure the support of millions of supporters worldwide.

From its new presence in UN City in Copenhagen, UNHCR is now scaling up its engagement with the Danish public through strengthened public awareness and fundraising campaigns in Denmark and partnerships with the private sector.

The Associate Digital Fundraising and Communication Officer position is part of the PSP Denmark team and offers an opportunity to work in collaboration with colleagues from regional and global PSP teams as well.

UN City hosts 11 UN organizations with 1,500 staff members representing more than 100 nationalities.

## The position

We are looking for a digital fundraising and communication expert who can lead and grow UNHCR's engagement with the Danish public. This exciting function offers a unique opportunity to work with fundraising, communication and public engagement relating to one of the most pressing challenges of today. The position requires a strong vision, relevant expertise and lots of creativity due to its broad and dynamic portfolio.

This new colleague will independently drive the digital fundraising and communication work forward under the overall guidance of the Head of Private Sector Partnerships in Denmark. The work is carried out in close strategic collaboration with UNHCR's official spokesperson in Denmark.

## Duties and responsibilities

The Associate Digital Fundraising and Communication Officer will have the following responsibilities:

- Overall responsible for individual fundraising and public engagement in Denmark with particular emphasis on digital channels. The tasks include the following:
- Selection, adaption, production and implementation of digital fundraising and lead generation campaigns, including thematic and emergency appeals;
- Management of paid digital marketing in close collaboration with our media agency;
- Management and development of donor and supporter communication;

- Management of our digital platforms, including CRM database, payment platform and email marketing system in close collaboration with global support team;
- In collaboration with our official spokesperson support public awareness activities including through events;
- Working with UNHCR's global Goodwill Ambassadors team on collaboration with Danish celebrities;
- Annual planning, reporting and budgeting relating to individual fundraising and planning for expansion of fundraising channels beyond digital;
- Development of content for UNHCR's Danish website and management of UNHCR Denmark's Facebook and Instagram channels;
- Handling of administrative processes and data protection.

## Essential minimum qualifications and professional experience required

The ideal candidate will be required to have:

- University degree in communication, marketing, political science, social sciences, international studies or related discipline relevant to the function;
- With a Bachelor's Degree a minimum of 3 years, with a Master's Degree a minimum of 2 years of relevant work experience in the area of digital communication, digital fundraising or digital marketing;

### Required competencies:

- Excellent communication and editing skills;
- Experience in developing communication materials, campaigns or other marketing materials to a specific audience;
- Experience in managing digital communication platforms, e.g. email marketing tools and database management;
- Experience with digital fundraising, including digital marketing and donor acquisition;
- Strong technological literacy, advanced knowledge of all main Microsoft Office programmes;
- Familiarity with Danish public discourse and experience with working with Danish audiences;

- Strong analytical and organizational skills;
- Strong interpersonal skills and ability to develop and maintain effective work relationships with a wide variety of internal and external stakeholders;

Desired competencies:

- Experience with fundraising in a non-for-profit work environment in Denmark;
- Experience with international humanitarian organizations and knowledge of UNHCR's mandate and global operations;
- Experience with Adobe Photoshop;
- Experience with social media management;

Language requirements:

- Fluency in Danish (mother tongue) both written and spoken;
- Fluency in English both written and spoken;

## Location

The successful candidate will be based with the team in UNHCR's office in Copenhagen, Denmark.

## Conditions

The position is associated with a yearly contract.

It is a full-time position (40 hours per week).

## To apply

Interested applicants should submit their letter of motivation, a duly completed and signed Personal History Form (P11), and CV to [hqpsphr@unhcr.org](mailto:hqpsphr@unhcr.org) indicating '**Associate Digital Fundraising and Communication Officer, Denmark**' in the subject of the email.

New/accepted P11 forms are available at [www.unhcr.org/recruit/p11new.doc](http://www.unhcr.org/recruit/p11new.doc)