



UNHCR

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

Terms of Reference

Associate Digital Engagement Reporting Officer, IICA 1 (UNOPS)

Digital Engagement Section (DES), Private Sector Partnerships Service
(PSP), UNHCR Copenhagen

UNHCR, the UN Refugee Agency, is seeking an Associate Digital Engagement Reporting Officer, IICA 1 (UNOPS) within the Digital Engagement Section (DES) of Private Sector Partnerships Service (PSP).

UNHCR is a global organization dedicated to saving lives, protecting rights and building a better future for refugees, forcibly displaced communities and stateless people. Every year, millions of men, women and children are forced to flee their homes to escape conflict and persecution. We are in over 125 countries, using our expertise to protect and care for millions.

Title: Associate Digital Engagement Reporting Officer

Duty Station: Copenhagen, Denmark

Duration: 15th December 2018 through 31st December 2019

Contract Type: International Specialist, IICA 1 (equivalent to P2 / Expert)

Closing date: 18th November 2018

Background and Organizational context

UNHCR is recruiting for an Associate Digital Engagement Reporting Officer (Digital Engagement Section, Digital Marketing) sub-contracted under UNOPS in Copenhagen, Denmark. The successful candidate will be based in Copenhagen and working for UNHCR's External Relations Division, Digital Engagement Section (DES), Private Sector Fundraising (PSP).

PSP has been operating for over 10 years, working globally with different UNHCR regional and country offices and conducting a variety of activities to fulfil one simple primary purpose: maximize private sector funds while spreading awareness and advocating for a greater understanding of the refugee story, growing a global community in support of refugees and UNHCR.

The increased engagement of digital supporters is at the heart of UNHCR's private-sector fundraising strategy. The digital engagement team creates, builds, and promotes digital solutions for all UNHCR's audiences including the public, partners, refugees, governments and colleagues to change the way UNHCR communicates and engages through digital technology and channels.

The Digital Engagement Section sits under PSP (Private Sector Partnerships) within the department of External Relations (DER), and serves departments within DER and the wider organisation. This position will work with key stakeholders at HQ and in the regional offices to develop and implement key actionable digital impact reporting documents including online supporter and donor income, restricted giving reporting, digital advertising, social media, email, website traffic, online user behaviour and audience research. This will require the collection of data across multiple sources, creating reporting dashboards, and reporting and providing actionable insights on all applicable online performance metrics globally.

Duties and responsibilities

Under the overall supervision of the Senior Digital Engagement Officer the Associate Digital Engagement Reporting Officer will support the Section with the following tasks:

- Integrating data from multiple sources and developing insightful dashboard reports
- Analyzing, transforming, and explaining simple and complex data into usable and actionable insights
- Maintaining and strengthening the reporting services offered by the Digital Engagement Section
- Support on the update and maintenance of data to ensure data quality standards are met and that data is held, queried and reported on in a consistent manner

- Assist in designing and automating the ideal suite of digital reports and bespoke dashboards that are effective, scalable, and easy to understand in order to meet UNHCR strategic requirements
- Manipulate and analyze large data sets to prepare and maintain digital impact reports
- Identify trends, provide recommendations for improving digital performance, and share insights and digital best practice across teams and internal stakeholders
- Assist the digital team with ad-hoc global reviews, internal digital financial reporting, audits and quality reviews
- Provide daily updates on online revenue during emergencies as well as regular and end-of-campaign reports
- Work closely and collaboratively with colleagues in DER/PSP and other UNHCR departments to create and maintain dashboards on online user behavior across UNHCR online properties
- Support data-driven optimizations and decision making actions regarding content, functionality and layout in order to deliver an optimal experience for online visitors and to increase qualified traffic
- Prepare and maintain quarterly financial reports on online donor/supporters and income generated
- Ensure financial reports are in line with PSP definitions and objectives and to provide support and guidance on the use of these reports to regional offices to facilitate accurate and consistent financial reporting
- Taking minutes and preparing reports for regular internal and external meetings. Building strong relationships and collaborating with digital marketing teams and individuals.
- Tracking online campaign performance, providing actionable data for digital marketing colleagues and working collaboratively to improve donor journeys and increase online acquisition and retention
- Assist the team in maintaining accurate information for all online donation landing pages, monitor the compliance with global naming conventions on the tracking of ecommerce, online advertising and email marketing activities
- Work closely with regional digital marketing colleagues providing reporting support and help to build reporting capacity
- Present data and analysis at meetings and groups as required
- Advise manager, team and other departments and stakeholders about the use of data and analysis

- Contribute to the development of the UNHCR/PSP data strategy

Monitoring and Progress Controls

- Deliver monthly and quarterly global digital acquisition/retention reports
- Perform ongoing and regular reviews of digital online performance both regional and global
- Prepare digital reports and analysis related to internal monthly, quarterly and annual financial reporting
- Timely and accurate preparation of annual, quarterly, mid-year and monthly income and expenditure reports.
- Prepare monthly digital income earmarking reports

Essential minimum qualifications and professional experience required

- Bachelor's or Master's degree in Information Technology, Computer Science, Management of Information Systems, Communications, Social Sciences or related discipline
- A minimum of 3 years' relevant work experience
- Working knowledge of digital marketing
- Knowledge of Google Marketing Platform and Google 360
- Demonstrated ability in managing data and information, processing analysis, and evaluation
- Knowledge of direct mail, telemarketing and DRTV techniques is desired
- Experience working for a UN agency or similar international humanitarian organisation is desired

Key Competencies

General

- Quick learner who is self-motivated, has a positive approach and eager to grow their capabilities (required)
- Strong analytical, conceptual and problem-solving abilities (required)
- Excellent organisational and project management skills (required)
- Ability to prioritize and manage multiple projects simultaneously (required)
- Experience of building simple models and data manipulation, dealing with datasets, graphing plots, and deriving conclusions from data (required)
- Experience of coordinating projects and programs across multiple internal teams and stakeholders (required)
- Strong project management skills (required)
- Strong writing skills and technological literacy and ability to use a wide range of web related applications (required)
- Fluency in English, both verbal and written (required)
- Strong interpersonal skills and ability to maintain effective working relationships with people in a multi-cultural, multi-ethnic environment with sensitivity and respect for diversity (required)
- Excellent analytical and numerical skills (required)
- Excellent verbal and written skills, with a precise attention to detail (required)
- Good report writing skills to present analysis outcomes and insights in a clear way (required)

Technical

- Knowledge of data storage structures and the various ways data can be applied to aid in reporting via business intelligence tools (required)
- Experience of using and maintaining business intelligence tools (required)
- Work experience of using Microsoft BI for creating dashboards (required)
- Experience of digital measurement metrics, and producing online performance reports (required)
- Ability to digest large amounts of information to provide presentable and actionable data (required)

- Advanced Excel skills and experience using Microsoft Office (Word, Publisher, PowerPoint and Outlook) (required)
- Experience with CRM systems and data management (required)
- Experience with Salesforce CRM (desirable)
- Good understanding of current online/digital technology (required)
- Experience with site analytics platform google analytics (required)
- Experience with Google Marketing Platform (desirable)
- Prior digital marketing experience strongly preferred (desired)
- Basic HTML (desired)

Location

The successful candidate will be based with the UNHCR team in Copenhagen, Denmark

To apply

Interested applicants should submit their letter of motivation, Personal History Form (P11), and CV to dencocmuhr@unhcr.org indicating “*Associate Digital Engagement Reporting Officer*” in the subject of the email.

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

Closing date for receipt of applications: 18th November 2018

VN issued on 31 October 2018