



UNHCR

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

Terms of Reference

Associate Fundraising Communication Officer, Private Partnerships and Philanthropy Unit (UNOPS IICA 1)

Marketing and Emergencies Section

The United Nations High Commissioner for Refugees (UNHCR) is mandated to lead and coordinate international action to protect and assist refugees and other persons of concern.

The Private Sector Partnerships Service (PSP) sits within UNHCR's Division of External Relations (DER) and is responsible for mobilizing resources from the private sector for refugees.

UNHCR has recently developed a fundraising strategy for 2018-2025. In order to achieve the ambitious objective of bringing necessary new resources to the organization, the Private Partnership and Philanthropy (PPH) section of PSP develops and strengthens long-term partnerships with companies, foundations and high-net worth individuals.

The Marketing and Emergencies section is a newly created section within PSP that focuses on donor communication, campaigns and emergencies to drive growth. This section works in close collaboration with the PPH section and plays an important role in meeting UNHCR's fundraising goals through private sector partnerships, most importantly, in building long lasting partnerships that INCLUDE resources and expand to advocacy, communications, marketing and public engagement.

Title: Associate Fundraising Communication Officer (PPH)

Duty Station: Copenhagen, Denmark

Duration: 01/04/2019 through 31/12/2019

Contract Type: UNOPS IICA -1

Application deadline: 10th February 2019 midnight

Start date: 1st April 2019

Purpose and scope

The incumbent of this position will support the Fundraising Communications Officer in delivering communication activities and compelling content to contribute to good stewardship of existing partnerships. He/She will also support UNHCR's fundraising efforts with private

sector audiences, including corporate and foundation donors and high-net worth individuals; high level events; Cause Related Marketing campaigns; and global fundraising campaigns.

The incumbent will work in close collaboration with all income streams within the PPH section and will liaise frequently with internal and external stakeholders, including PPH donors.

As a member of the PSP team, this position will be responsible for helping to progressively increase income to UNHCR from the private sector through the development of stronger fundraising communications for PPH partnerships.

Accountability:

Strong, engaging and on-brand fundraising communication is delivered on a regular basis to relevant stakeholders to better engage PPH audiences.

Duties and Responsibilities and Accountability

Reporting to the Fundraising Communication Officer, the Associate Fundraising Communication Officer role will in particular:-

- Support the drafting of communication plans for key PPH partnerships.
- Plan and develop PPH content and assets for use on multiple communication channels.
- Write press releases, human interest stories and newsletters for PPH audiences.
- Plan social media assets, including drafting of posts and conceptualizing content.
- Day to day liaison with UNHCR's fundraising content team, videographers and photographers.
- Write briefs for videographers, photographers.
- Research news hooks, story angles and creative opportunities to optimize communication.
- Stay abreast of current trends and techniques in social media and digital marketing.
- Organize content in toolkits for use by PSP markets.
- Ensure effective measurement of outputs.
- Build trusted, effective relationships with the fundraising content team, PPH section and PSP network.

Authority:

- Assist in developing strong fundraising communication for Private Partnership and Philanthropy programmes.
- Support day-to-day communication between PSP and PPH donors.

Qualifications and Professional Experience

Education:

- A university degree (BA) in business/marketing, media/communication, social sciences or a related field.

Work Experience:

- Minimum 3 years (2 years with advanced university degree) of previous experience in communication at the professional level gained in an international context in one of the following settings: a not-for-profit organisation, global media outlet or a marketing/fundraising consultancy firm.

Key Competencies

Required:

- Advanced writing and editing skills in English.
- Experience in developing communication materials for private sector donors.
- Proven track record of writing and adapting content for different audiences and channels, including digital.
- Proven experience using social media platforms, tools and tactics for engagement.
- Excellent organizational skills.
- Excellent interpersonal skills.
- Sound understanding of social media landscape.
- Proven track record developing effective social media assets.

Desired:

- Proven experience in content management and curation.
- Understanding of fundraising, including campaigns, Cause Related Marketing and corporate fundraising.
- Previous experience as a Public Information officer or similar communications role would be helpful (especially UNHCR experience).
- Experience in managing projects and liaising with multiple stakeholders.
- Computer literacy with a good knowledge of computer applications.
- Knowledge of a second UN language (Arabic/Chinese/French/Russian/Spanish).

Location

The successful candidate will be based with the team in the UN City in Copenhagen, Denmark.

The position starts in 2019 and it is a full-time role with working hours starting from 8.30am to 5pm Monday to Friday (40 hours per week).

To apply

Interested applicants should submit their letter of motivation, Personal History Form (P11), and CV to DENCOCMUHR@UNHCR.ORG indicating **Associate Fundraising Communication Officer (PPH)** in the subject of the email. P11 forms are available at www.unhcr.org/recruit/p11new.doc

Application Deadline: 10th February 2019

Date Issued: 15th January 2019