



UNITED NATIONS RELIEF AND WORKS AGENCY
FOR PALESTINE REFUGEES IN THE NEAR EAST
UNRWA



Consultancy Opportunity

Digital Fundraising Manager (Retention)

Deadline for Applications	23 July 2017
Duration	11 months
Location	Amman, Jordan or home-based

UNRWA encourages applications from qualified women and welcomes applications from qualified candidates with disabilities.

UNRWA, the largest United Nations operation in the Middle East with over 30,000 staff working across five areas of operation, is looking for professionals like you.

UNRWA's strategic objectives

UNRWA is funded almost entirely by voluntary contributions from UN member states, regional bodies, business foundations and individual contributions. The mission of UNRWA is to help Palestine refugees achieve their full potential in human development under the difficult circumstances in which they live. In line with this mission, the Agency works towards five strategic outcomes: (a) Palestine refugee rights under international law are protected and promoted; (b) Palestine refugee health is protected and disease burden is reduced; (c) school-age children complete quality, equitable and inclusive basic education; (d) Palestine refugee capabilities are strengthened for increased livelihood opportunities; and (e) Palestine refugees are able to meet their basic human needs of food, shelter and environmental health.

Do you want to make a lasting difference?

If you are passionate about making a difference for Palestine refugees, this role provides you with the opportunity to manage UNRWA's overall global digital fundraising strategy, ensuring integration of strategies with national committees across all areas of digital fundraising and engagement. You will also be responsible for managing UNRWA's fundraising campaigns in response to emergencies/crises in the region, and drive best practice by providing UNRWA with strategic advice on digital engagement, with the ultimate aim of delivering income for UNRWA from digital channels and platforms. This position reports directly to the Chief, Partnership Division and works closely with the Communications Division and with national committees.

Partnerships

The main responsibilities include:

- Leading the creative development of UNRWA's digital fundraising strategy focusing on donor retention to ensure that UNRWA is able to deliver a minimum of \$3mn in annual income by 2022;
- Managing the delivery of UNRWA's online donor conversion and retention strategy, with a clear donor development journey in place for regular givers;
- Managing UNRWA's digital fundraising campaigns in response to emergencies/crises in the region working closely with Communications colleagues to ensure joint messaging on social media platforms during these campaigns;
- Line-managing the Salesforce Database Administrator;
- Providing strategic support and guidance to UNRWA National Committees in their development of digital strategies, campaigns, products and activities;
- Overseeing and managing all digital fundraising projects. Managing relationships with all service providers and key stakeholders;
- Collaborating with the Communications Division to produce engaging and creative digital fundraising content to use across UNRWA's digital platforms including the website, emails, and social media platforms;
- Managing analytics and tracking, providing reports and recommendations on UNRWA's performance;
- Ensuring the smooth integration between digital service providers and platforms including UNRWA's payment gateway (stripe), email service provider (mailchimp), website (Vardot) and the CRM (Salesforce) and close collaboration with UNRWA's Communication Division;
- Developing best practice guidance for digital engagement and retention;
- Following closely developments in the digital arena and advocating for innovative based models of fundraising and supporter engagement within the organization by sharing best practices and new thinking in the area.

Conditions of service

- The duration of the consultancy is 11 months.
- The Consultant can be based in Amman, Jordan or work remotely.
- Remuneration will be based on the ICSC salary scale equivalent to the P-3 level, and will depend on the qualifications and experience of the successful applicant.

To qualify for this position, you will need:

The most compelling candidates will be entrepreneurial and have a deep knowledge of the digital space and its applicability to the non-profit sector for fundraising and supporter engagement.

Education	Advanced university degree in any of the following: Business Administration, Economics, Marketing, Fundraising, Social Science, Public Administration, International Relations of equivalent;
Work Experience	<ul style="list-style-type: none">• At least 5 years of digital work experience, ideally in fundraising, advertising or marketing. Experience working as a digital fundraising specialist/manager/planner at a charity or an account manager/project manager/advisor at an agency or consultancy with a track record of generating at least \$1mn in income per year;• Up-to-date experience with and knowledge of the latest developments in digital fundraising, social media, web and mobile platforms;• Experience in latest developments in supporter engagement and customer relationship management;
Language(s)	Excellent written and verbal communication skills and strong presentation skills are a must.

Desirable qualifications:

- Arabic and/or Spanish language skills;
- Knowledge of working in the region and experience of working on refugee issues and / or in the humanitarian and international development sector context.

You will also need to demonstrate the following competencies:

- **Client Orientation:** Consider all those to whom services are provided to be “clients” and seeks to see things from clients’ point of view; Identifies clients’ needs and matches them to appropriate solutions; Keeps clients informed of progress or setbacks in projects; Meets timeline for delivery of product or services to client;
- **Professionalism:** Shows pride in work and in achievements; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; remains calm in stressful situations;
- Proven ability to conceptualize, plan and execute ideas, as well as impart knowledge and teach skills.
- **Communications:** Effectively presents thoughts and ideas, including complex technical concepts, in a clear, concise, and readily understood manner, both verbally and in writing. Listens to and acknowledges others’ perspectives and views
- **Creativity:** Actively seeks to improve programmes or services; thinks “outside the box”; Takes an interest in new ideas and new ways of doing things; Is not bound by current thinking or traditional approaches;
- **Teamwork:** Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others’ ideas and expertise; is willing to learn from others; places team agenda before personal agenda; supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; shares credit for team accomplishments and accepts; joint responsibility for team shortcomings;
- **Accountability:** Takes ownership for all responsibilities and honors commitments; Delivers outputs for which one has responsibility within prescribed time, cost and quality standards; Operates in compliance with organizational regulations and rules; Takes personal responsibility for his/her own shortcomings and those of the work unit, where applicable.

Who we are

For over 65 years, the United Nations Relief and Works Agency for Palestine (UNRWA) has been working on the ground in five fields of operations in Jordan, Lebanon, Syria, West Bank and the Gaza Strip providing direct assistance and protection for some 5 million Palestine refugees in the Middle East. UNRWA is mandated by the UN General Assembly to provide this assistance and its mission is to help Palestine refugees achieve their full potential in human development until there is a just and lasting solution for their plight. UNRWA restores safety, dignity and hope to millions who have been uprooted by conflict with services encompassing education, health care, relief and social services, camp infrastructure and improvement, microfinance and emergency assistance.

For more details on UNRWA, please visit: www.unrwa.org

How to apply

Applicants should submit a cover letter and CV or UN Personal History Form demonstrating clearly the knowledge and experience required to meet the consultancy requirements via consultancy@unrwa.org, clearly indicating the title of this consultancy “**Digital Fundraising Manager (Retention)**” in the subject line of the message. The deadline for submitting applications will be after **23 July 2017**. Late applications will not be accepted.

UNRWA is an equal opportunity employer and welcomes applications from both women and men. UNRWA encourages applications from qualified and experienced female candidates. Only those applicants short-listed for interview will be contacted. UNRWA is a non-smoking environment.

Date of issue: 6 June 2017