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## Job Posting

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Title: Digital Fundraising Associate  
Location: Toronto, Canada

### 1. General Background:

Do you want to make a difference in helping to solve one of the most challenging humanitarian crises of our time? The United Nations Refugee Agency (UNHCR) is the world's leading not-for-profit organization in helping and protecting the millions of people forced to flee their homes because of violence, conflict and persecution. We deliver life-saving assistance, including shelter, food and water while also safeguarding fundamental human rights, safety and dignity.

Our Canadian office is part of a global network that works in 126 countries, protecting over 60 million people. We were founded in 1950 as part of the United Nations effort to help people displaced by World War II. Since then we've been on the ground helping over 50 million people forced to leave their homes, and have even received two Nobel Prizes for our work.

We're passionate about the people we help—and the amazing team of people who work for us. We thrive on excellence, integrity and respect for diversity. Our culture is dynamic, results-oriented and focused on change, ready to tackle the latest global humanitarian crisis. You'll be part of a newly growing team that—due to a significant revitalization process—is set for transformational growth. We need someone who's not only ready to jump in at the start of this journey, but has the skills, energy and creativity to help shape what comes next.

### 2. Role & Responsibilities:

Reporting to the Assistant Fundraising Officer in Toronto, the Private Sector Partnerships (PSP) Digital Fundraising Associate will implement, execute and analyze online fundraising campaigns. In addition, the Associate will be responsible for online display advertising, social media activities, search engine marketing, affiliate marketing, e-appeals and other forms of digital fundraising, plus website performance and maintenance. Specific accountabilities include:

- Support the Assistant Fundraising Officer with the management of UNHCR's digital strategy.
- Liaise with external third party digital fundraising suppliers and other stakeholders to ensure all parties involved receive relevant information related to PSP Canada's online fundraising activities.
- Liaise with key stakeholders to ensure the file transfer and data mapping of all fundraising platforms to our database management vendor.
- Work with relevant stakeholders and business units to ensure unhcr.ca website content is updated.
- Assist with online donor stewardship activities to enhance donor relations.
- Manage email marketing campaigns end-to-end, including planning, targeting, set-up, testing, execution, reporting and optimization.
- Create and maintain online donation landing pages.
- Manage social media accounts including content generation (in conjunction with key stakeholders).
- Develop and maintain third-party event fundraising platform.
- Work with supporters desiring to hold third party events to ensure events are within third-party event guidelines, including proper branding.
- Update and maintain e-commerce site for symbolic gifts program.
- Work with online donation back-end processing with suppliers.
- Analyze and report on all fundraising activities executed and provide recommendations to boost ROI.
- Develop and complete reporting templates that pertain to online marketing, fundraising and communications performance.
- Track activity against targets ensuring financial goals are met or exceeded.

- Other tasks as required.

### **3. Skills & Qualifications:**

- Completion of a secondary education with certificate/ training in Communication, Marketing, Advertising, International Development or other related discipline.
- Minimum 6 years' experience with 2-3 years of experience in a role managing digital communications and CMS/CRM platforms.
- Knowledge of leading digital CMS systems including Word Press. Engaging Networks experience an asset.
- Experience with email marketing practices.
- Excellent oral and written communications skills.
- Excellent problem-solving skills.
- Ability to work confidently under pressure to deadlines.
- Ability to work independently as well as part of a team.
- Excellent English language (written/oral/comprehension).

Salary will be according to established UN Salary Scales for Canada.

Receipt of applications will not be acknowledged and only short-listed candidates will be contacted for interview. Interested candidates should fill out a UN Personnel History (P11) Form available at <http://www.unhcr.org/recruit/p11new.doc> and send it along with a resume and cover letter (resume and cover letter must be consolidated into one document) by email at: [canotpsfr@unhcr.org](mailto:canotpsfr@unhcr.org) with "Digital Fundraising Associate – External Application" in the subject line.

**All resumes and P11 forms must be received by 12:00pm on Friday, February 3, 2017. We are not accepting phone calls at this time. Thank you!**