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## Internal / External Vacancy Notice

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### CANTO/PSP/VN/003 – Fundraising Associate (Digital)

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**Location:** PSP Toronto  
**Application deadline:** 31 March 2019  
**Type of contract:** Regular G6  
**Duration:** 6 Months with possibility of extension  
**Expected start date:** May 2019

#### 1. General Background

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 68 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 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:

The Digital Fundraising Associate will have primary responsibility for devising, developing and implementing communications, in the digital sphere to help engage donors and prospects. Engagement could include donating, raising money, participating in advocacy campaigns, reading an email or reading a story on our website and much more. Our 30,000 active donors and additional 50,000 email subscribers are passionate about helping displaced people and the objective of this role is to deepen that passion, engagement with our work and realise revenue. Donors are both English and French speaking and span across Canada.

Responsibilities include managing our \$1.5M digital advertising program, supporting our DRTV advertising through digital channels, managing unhcr.ca, our social media accounts, fundraising and stewardship emails, engagement campaigns, advocacy campaigns and other ad hoc campaigns. The Associate will conceive of their portfolio with a mindset towards integration and in this respect, use our various communications channels to reinforce one another and reinforce our fundraising. They will execute all campaigns, overseeing every detail including planning, content development, production and reporting, working in conjunction with our agencies. They are encouraged to be highly innovative and be willing to test new ideas with an eye towards creativity. Hands on digital production is a part of the job including setting up and deploying emails and publishing web content.

The Associate will directly manage an Assistant, Social Media and Advocacy, who will take primary responsibility for posting on social media accounts and managing advocacy campaigns as well as a Digital Marketing Intern. Our digital work is also supported by an SEO agency and a media buying agency.

The Associate will be highly budget conscious and ensure that every dollar spent is spent with an eye to our long term goals. They will help conceive of the overall strategy and assist in making compelling cases to headquarters for ongoing investment in Canada's digital program.

The Associate will work closely and collaboratively with the Offline Fundraising Associate to ensure new donors acquired are taken on an appropriate multi-channel journey, related to their acquisition source, that will lead to best possible LTV and that existing donors have multiple opportunities to give to UNHCR. They will work with the Senior Database Associate to pull and manage donor data.

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The Associate will occasionally need to travel, for skill-shares and other meetings domestically and internationally and may represent UNHCR Canada at planning meetings globally.

Specific areas of responsibility include:

Key Responsibility	Activities
<i>Develop strategy for digital fundraising, communications and digital engagement</i>	<ul style="list-style-type: none"><li>• Develop and implement the digital fundraising strategy and tactical plan</li><li>• Utilize industry benchmarking tools to support strategy and goals</li></ul>
<i>Manage and execute all digital donor fundraising, communications and engagement programs</i>	<ul style="list-style-type: none"><li>• Manage all digital fundraising, communications and digital engagement tools. This includes :<ul style="list-style-type: none"><li>○ Digital advertising (Facebook, YouTube, Google search and display)</li><li>○ Unhcr.ca</li><li>○ Stewardship emails</li><li>○ Social media accounts (Facebook, Twitter, LinkedIn)</li><li>○ Ad hoc engagement campaigns e.g. stepwithrefugees.ca</li></ul></li><li>• Work includes:<ul style="list-style-type: none"><li>○ Content development including digital banner ads, video, website assets, lead forms with support from internal and external resources with staff and vendors</li><li>○ Hands on digital production of web pages, deployment of emails</li><li>○ Copy writing for email, webpages</li><li>○ Campaign performance reporting and analysis</li></ul></li></ul>
<i>Manage budget and monitor all associated KPIs</i>	<ul style="list-style-type: none"><li>• Manage and control digital budget</li><li>• Supply campaign reports on activities and progress on objectives to Assistant PSP Officer, IG</li><li>• Utilizing Google Analytics, Engaging Networks and social media tools monitor core KPIs for channels and campaigns including</li><li>• Revenue raised</li><li>• Cost per donor acquired</li><li>• Email list size</li><li>• Open, click and unsubscribe rate for email newsletters and stewardship emails</li><li>• Number of followers and engagement index on Facebook, Twitter and LinkedIn</li><li>• Website views, page engagement and bounce rates</li><li>• Donor Satisfaction (Net Promoter Score)</li><li>• Participate in procurement of vendors, manage contracts and all associated invoicing</li></ul>



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### 3. Skills & Qualifications:

- University undergraduate degree
- Strong experience of working in cross-functional teams in a collaborative manner
- Significant experience managing and collaborating with agencies and vendors
- 4-6 years' experience in digital marketing, communications and fundraising preferably with 2-3 experience working in the non-profit sector
- Experience with CMS, CRM and marketing automation software. We use Wordpress, Raiser's Edge and Engaging Networks
- Working knowledge of HTML and CSS
- Working knowledge of Adobe Photoshop, In Design, and similar video editing and graphic design software
- Significant experience of digital communications, including creative development, technical production and using analytics for analysis and optimisation
- Experience with SEO and other website optimization tools
- English speaking. French an asset.

Salary will be established UN Salary Scales for Toronto, Canada, general service category. The range will be between \$61,118 - \$76,131, commensurate with experience level and education.

Benefits include:

- 1.5 days annual leave per month
- 2 days certified sick leave per month
- Medical insurance
  - 3 months contract : Staff member only
  - Beyond 3 month : + Family members

To apply for this position, please send a copy of your resume and cover letter to [cant1adm@unhcr.org](mailto:cant1adm@unhcr.org) with **"CANTO/PSP/VN/003– Fundraising Associate (Digital)"** in the subject line.

Please note that the receipt of applications will not be acknowledged and only short-listed candidates will be contacted for interview.

**WE REGRET WE DO NOT ACCEPT ANY PHONE CALLS**