



UNHCR

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

Internal / External Vacancy Notice

CANTO/PSP/VN/017 – Donor Retention Associate [Commensurate: Manager, Direct Response]

Location:	PSP Toronto, Canada
Application deadline:	23 September 2019
Type of contract:	UNOPS
Contract Level	LOCAL Support ICA, LICA 6
Duration:	1 year
Report to:	Director, Individual Giving
Team Size:	6 People (2 direct report)
Expected start date:	1st November 2019

1. General Background

The primary purpose at UNHCR is to safeguard the rights and well-being of people who have been forced to flee. Together with partners and communities, they work to ensure that everyone has the right to seek asylum and find safe refuge in another country. They also strive to secure lasting solutions.

For over half a century, UNHCR has helped millions of people restart their lives. This includes refugees, returnees, stateless people, the internally displaced and asylum-seekers. Their protection, shelter, health and education have been crucial, healing broken pasts and building brighter futures.

UNHCR helps to save, protect and rebuild the lives of millions of people forced to flee their homes due to violence, conflict and persecution.

This is an exceptional opportunity to join UNHCR, one of only two organizations to be awarded the Nobel Peace Prize on two occasions (1954 and 1981).

2. Purpose and Scope of Assignment

UNHCR Canada's individual giving program has grown significantly in the last few years, going from \$1.8M in 2013 to \$8.6M in 2018. Much of this growth has been driven by investment in donor retention, through the development of effective direct response campaigns, stewardship activities and an effective donor service function. In 2019, we will invest \$1.1M in donor retention in order to raise \$8.4 M from 23,000 single gift donors and 14,000 monthly donors.

The Donor Retention Associate will be having primary responsibility for devising, developing and implementing donor journeys for our donors including renewals, special appeals, reactivation, upgrade, donor service and stewardship across mail, digital, phone and other channels - in order to maximize life time value. These are for donors within the individual giving portfolio, giving gifts of less \$10,000. Donors are both English and French speaking and span across Canada.

Gifts are solicited through a variety of channels including mail, digital and telemarketing. The Donor Retention Associate will conceive of the donor development portfolio with a mind-set towards integration and in this respect, use our various fundraising channels to reinforce one another for the most efficient possible fundraising. They will execute all donor development 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 methods of solicitation and communication in order to improve results.

The Donor Retention Associate will directly manage two Development Assistants, who take primary responsibility for donor service and assist with execution, reporting and vendor management on all channels.

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



UNHCR

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

They will generate both monthly and one-time donations from existing donors with a focus on upgrading donors and moving them to deeper engagement in the organization in the form of advocacy, larger gifts, bequests, corporate involvement and beyond.

The Donor Retention Associate will work closely and collaboratively with peers overseeing communications, acquisition and major giving portfolios to ensure new donors acquired are taken on an appropriate journey, related to their acquisition source that will lead to best possible LTV and existing donor have multiple opportunities to engage with UNHCR. They will work with the Senior Database Associate to pull and manage donor data.

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

3. Key Responsibilities of the Role:

The Donor Development Associate will be having primary responsibility for devising, developing and implementing donor journeys for our donors including renewals, special appeals, donor service and stewardship.

Gifts are solicited through a variety of channels including 10 direct-mail packages per year supported by digital and telemarketing. We work with agencies to execute the programs and a key responsibility area is managing these agencies effectively. The Donor Development Associate will also directly manage two Development Assistants, who take primary responsibility for donor service and assist with execution, reporting and vendor management on all channels.

The Donor Development Associate will be highly budget conscious and ensure that every dollar spent is spent with an eye to our long-term donor development goals. They will be analytical and assess campaign performance and help make decisions on future campaigns.

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

4. Qualifications & Experience

a. Education

- University degree in communication, marketing, management, political science, international development or other related discipline

b. Work Experience

- Minimum 6 years of working in a fundraising/marketing environment, using direct marketing techniques
- Significant experience of managing agencies and vendors
- Significant experience with Digital, Mail and Telemarketing for the purposes of direct response fundraising including developing strategy and tactical execution

c. Key Competencies

- Ability to work independently as well as part of a team.
- Acute attention to detail
- Understanding of brand and key message adherence
- Strong organizational skills and ability to prioritize tasks.
- Proficiency with Microsoft Office suite, including MS Word, Excel and PowerPoint
- Excellent problem-solving skills.
- Ability to work confidently under pressure to deadlines.
- Strong customer service approach
- Maintains a positive attitude
- Ability to work with confidential information with discretion
- Excellent English language skills (written, oral and comprehension)
- French is an asset
- Commitment to inclusion and diversity in all interactions with staff, volunteers, and audiences, including full



UNHCR

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

participation in programs and decision-making

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:

- 2.5 days annual leave per month
- 2 days certified sick leave per month
- Medical insurance
- You will be part of the United Nations, a global organisation helping some of the most vulnerable people in the world
- Diverse, inclusive work environment

To apply for this position, please fill in the UN **Personal History/Supplementary forms**, (found on our website <https://www.unhcr.ca/careers/>) and send those forms along with your application to cant1adm@unhcr.org . Please indicate “**CANTO/PSP/VN/017 – Donor Retention Associate**” in the subject line.

The Applications/Forms must be **submitted in English**. Applications without UN Personal History forms **will not be considered**

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