
Internal / External Vacancy Notice

Digital Fundraising Associate

Location: PSP Toronto
Type of contract: Individual Contractor
Duration: 01 October - 31 December 2022 (with possibility of extension)
Expected start date: October 2022
Vacancy Number: CANTO/PSP/VN/22-039
Application deadline: Ongoing

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 135 countries, protecting almost 80 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 work for us. We thrive on excellence, integrity, and respect for diversity. Our culture has been on the ground helping 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 dynamic, results-oriented and focused on change, ready to tackle the latest global humanitarian crisis. You'll be part of a growing team that is on a path of 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. Purpose and Scope of the Assignment

The Private Sector Partnerships (PSP) Digital Fundraising Associate will report directly to the Assistant PSP Officer, Individual Giving within PSP Canada. They will be responsible for multiple aspects of the management and implementation of the Canadian digital fundraising program.

The Specific areas of responsibility for the Digital Fundraising Associate include:

- Plan and execute multi-channel digital campaigns to increase online giving and donor stewardship.
- Plan, implement and maintain donation pages and landing pages for campaigns.
- Oversees, updates, and maintains all direct response digital fundraising assets including donation forms, donation acknowledgment communications, campaign landing pages, donation vanity URLs and redirect from HQ and affiliate website.
- Conceptualize, develop, and manage stewardship plans for online single-gift and monthly donors.



UNHCR

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

- Segment and analyze data for reporting, identifying new growth potential and data trends.
- Test digital fundraising strategies to determine the best approach for donor retention and acquisition.
- Support the Senior Email Marketing Assistant with email campaigns including scheduling, content creation as needed.
- Manage agencies in the creation of digital assets for advertising, landing pages, engagement campaigns.
- Conceptualize data segmentations for donor retention digital campaigns.
- Manage third party systems for online fundraising such as Canada Helps.
- Identify and implement necessary improvements to the website and donation system to increase online giving.
- Optimize marketing automation nurturing processes.
- Monitor and report on digital fundraising campaigns.
- Work with Database Manager to ensure donor data is captured accurately in our donor relationship management system.
- Perform other duties as required.

3. Monitoring and Progress Control

- Ensure digital fundraising presence for UNHCR Canada maintains high or improving conversion rates.
- Meet timelines for project launches.
- Provide accurate tracking and reporting.
- Individual contractor's progress will be monitored on regular basis.

4. Qualifications and Experience

Education

- Completion of Secondary Education with post-secondary degree, or
- High school Diploma

Work Experience

- Minimum 2 years of experience with a Bachelor, Master or PHD degree
- Minimum 3 years of experience with a High school Diploma in the field of direct response fundraising with particular focus on digital fundraising

Key Competencies

- 2 years digital marketing experience
- Excellent oral and written communication skills
- Strong understanding of digital marketing and fundraising best practices
- Strong project management capability, managing different projects simultaneously
- Demonstrates analytical mentality and critical thinking
- Strong understanding of user experience/user interface (UX/UI)
- Vendor management experience
- Experience working with Raiser's Edge, Engaging Networks preferred
- Understanding of digital production
- Familiarity with Adobe Creative Suite
- Bilingual French/English is an asset.
- **Must be eligible to work in Canada**

5. Additional information:

- a. Salary will be based on the United Nations salary scale General Service G6
- The final salary step within this range is determined based on experience and education following the established criteria for step allocation.
 - Tax payment will be under the direct responsibility of the contractor. Individual contracts are not tax exempted
- b. Benefits:
- 2.5 annual leave days accumulative and 2 sick leave days per month in addition to UN statutory holidays.
- c. Recruitment process:
- 4 - 6 weeks
 - PSP Toronto office is located at Midtown Toronto.
 - Due to the current situation, the interview may be conducted remotely or in person
- d. Applications are encouraged from all qualified candidates without distinction on grounds of race, colour, sex, national origin, age, religion, disability, sexual orientation, and gender identity.

To apply for this position, please send your resume and cover letter together with the completed and signed UNHCR Personal History and Supplementary forms to cant1adm@unhcr.org with “**CANTO/PSP/VN22-039–Digital Fundraising Associate**” in the subject line.

A technical test will be conducted for shortlisted applicants.

To access the UNHCR personal history and supplementary forms, please visit our website at:
<https://www.unhcr.ca/careers/>

Application without personal history form will not be reviewed.

Please note the following:

- The receipt of applications will not be acknowledged, and only short-listed candidates will be contacted for interview.
- The interviews and technical tests will be conducted based on Canada EST time zone.

WE REGRET WE DO NOT ACCEPT ANY PHONE CALLS