



UNHCR

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

Terms of Reference

Digital Campaigns Associate

Private Sector Partnership Unit

UNHCR, the UN Refugee Agency, is offering a full-time position within the Private Sector Partnership Unit in Dubai.

UNHCR is a global organization dedicated to saving lives, protecting rights and building a better future for refugees, forcibly displaced communities and stateless people. Every year, millions of men, women and children are forced to flee their homes to escape conflict and persecution. We are in over 125 countries, using our expertise to protect and care for millions.

Title: Digital Campaigns Associate

Duty Station: Dubai, UAE

Contract Type: UNOPS – LICA-6

Advertisement closing date: 1st of March 2021

Start date: As soon as possible

Organizational context

The United Nations High Commissioner for Refugees (UNHCR) is mandated to lead and coordinate international action to protect and assist refugees and other persons of concern.

Private Sector Partnerships Service (PSP) sits within UNHCR's Division of External Relations (DER) and is responsible for mobilizing resources from the private sector for refugees. UNHCR have developed a \$1 Billion Private Sector Fundraising Strategy 2018-2025. This strategy focuses on both Individual Giving and Private Sector Partnerships and identifies priority fundraising markets and regions.

Individual Giving (IG) is targeted at the general public to secure the support of individuals through regular, unrestricted donations, cash appeals and legacies. The aim is to generate both monthly and one-time donations from individuals using various channels and methods

including direct mail, face-to-face fundraising, telemarketing, digital fundraising, DRTV and emergency fundraising, with focus on strong donor loyalty and lifetime value.

In support of IG programmes in the MENA region, PSP is seeking a dynamic, motivated and results driven team player, to take on the role of digital campaign associate thus, manage digital fundraising campaigns and communications across all digital platforms and generate leads and funds for PSP MENA. The responsibilities will be to acquire new supporters and retain existing ones, as well as assisting in the development of digital infrastructure. The role will be also responsible for monitoring, reporting, and planning of digital media buying in MENA

Duties and Responsibilities

Under the supervisor of the associate PSP IG Officer (Digital Campaigns), the Digital Campaigns Associate will be doing:

- Lead and supervise all Digital fundraising campaigns to generate long term donations and supporters. Ensure PSP MENA digital platforms are accurate, fundraising friendly, the branding is maintained, and that the messaging, features and functionality are appropriately presented.
- Oversee and manage the frequent and timely creation and delivery of digital materials such as (Video, Display, Search, Email, Social Media etc...) through working closely with the different members in the digital team.
- Maintain a close eye on the digital fundraising and social media spheres to be able to react quickly to potential opportunities and emulate successes they come across.
- Responsible for optimization of current donation pages to ensure capture of all data and increase traffic and brand equity through SEO/SEA; social media; etc.
- Identify and produce compelling content for use in the solicitation, cultivation, and engagement of supporters and donors through UNHCR's digital platforms and beyond.
- Manage the relationship & deliverables with external suppliers and coordinate on a daily basis with media agencies to ensure the timely and effective executions of plans and calendars.
- Deliver on the elements of the online communication strategy for acquisition and lead development work.

- Coordinate with different stakeholders to execute strategy and secure support for campaign plans.
- Develop and implement plans to improve and grow UNHCR's digital presence, online communities and brand recognition in the MENA market and Arabic language.
- Develop a total understanding of online target audiences and personas for digital audiences across the MENA region based on analysis and feedback mechanisms from different team members.
- Develop and manage procedural systems and best practices that help ensure smooth, fast, and effective multichannel campaigning for emergencies.
- Be responsible for testing, monitoring, and analyzing new and existing digital tools, and performing review and analysis of campaigns to feed into planning and continuous enhancement of operations.
- Ensure PSP's digital platforms are well maintained to provide users with a friendly, efficient and engaging digital experience.
- Manage and grow UNHCR's social media presence and online community, responding to comments & engaging with audiences, when appropriate, in order to advance brand visibility, foster a positive community and add value to the user's experience.
- Manage and report detailed analysis of all campaigns including establishment of measurable engagement and response rates, conversion rates, and ROI for all campaigns.
- Analyze and optimize digital developments to identify new technologies and services that become available and provide recommendations to boost digital ROI.
- Perform any other tasks as required.

Essential minimum qualifications and professional experience required

- Secondary education with preferably a degree in Marketing/Business Administration, in Marketing, Communications, and/or Advertising, and/or other related fields..
- Minimum 3 years of relevant work experience with secondary education or minimum 2 years of relevant work experience with Undergraduate degree (equivalent of a Bachelor's).

- Highly experience in the development and implementation of online digital strategies for acquisition and engagement purposes.
- Experience in project management and strong analytical skills.
- Experience in reporting on qualitative and quantitative analytics.
- Experience with non-profit organizations is a plus.
- Ability to produce and manage UNHCR’s digital campaigns and appeals across all platforms.
- Works with cross-functional project teams to create and implement short and long-term online marketing strategies.
- Evaluates media opportunities and presents media plans and/or POV’s clearly in writing and orally.
- Produce of timely UNHCR’s digital campaigns and appeals across all platforms.
- Develop of digital media plans and content calendar.
- Develop of 360 monthly reports on digital campaigns, performance and infrastructure.

Desirable Competencies

- Strong writing and communication skills and the aptitude to handle competing messages and priorities with multiple audiences, including experience in writing for the web.
- Proven ability to present and communicate new projects to a varied audience.
- Proven skills in communication, networking, strategic thinking, and advocacy.
- Maintains a working knowledge of principles of SEO including keyword research and Google Analytics.
- Highly knowledgeable in the principles of “Search” and “Social”.
- Ability to manage multiple initiatives and priorities within specified timeframes.

Language

- Fluency in written and spoken Arabic language is Essential and candidate should have excellent command over English language

Location

The successful candidate will be based in Dubai, UAE

To apply

Interested applicants should submit their letter of motivation, Personal History Form (PHF) and CV to SAURIHR@unhcr.org indicating “Digital Campaigns Associate” in the subject of the email.

P11 forms are available on https://unhcr.org/recruit/UNHCR_Personal_History_Form.docm
Supplementary form https://unhcr.org/recruit/UNHCR_PHF_Supplementary.docm

The UNHCR workforce consists of many diverse nationalities, cultures, languages and opinions. UNHCR seeks to sustain and strengthen this diversity to ensure equal opportunities as well as an inclusive working environment for its entire workforce. Applications are encouraged from all qualified candidates without distinction on grounds of race, color, sex, national origin, age, religion, disability, sexual orientation and gender identity.