



# UNHCR

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

## Terms of Reference

### Senior Outreach 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:** Senior Outreach Associate

**Duty Station:** Dubai, UAE

**Contract Type:** UNOPS – LICA-7 - open for nationals and candidates holding valid residency in UAE

**Advertisement closing date:** 31<sup>st</sup> of May 2021

**Start date:** As soon as possible

## Organizational context

Based within the Private Sector Partnership (PSP) unit, the Middle East & North Africa (MENA) office seeks to work with digital influencers to leverage opportunities in support of UNHCR's fundraising goals (direct and indirect e.g. via donations and lead generation campaigns).

For the purposes of this post Digital Influencers are defined as having primarily risen to prominence online and have built their image/brand/influence/voice via their social media/online platforms (youtubers, vloggers, Instagram etc.)

UNHCR high profile supporters (HPS) and Goodwill Ambassadors (GWA) are celebrities who have achieved a high level of mainstream recognition and respect through their contribution via the Arts/Sport/Culture. HPS/GWA are managed by the Goodwill Ambassador (GWA, Global Communications Service) team.

Many HPS/GWA also have significant social media followings and have become digital influencers in their own right. Similarly, the term “celebrity” can now apply equally to digital influencers given the scale of many of their online followings or, for micro influencers, their high engagement rate. Therefore, close coordination between PSP and the GWA team is necessary.

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## Duties and Responsibilities

Under the supervision of the PPH Officer, the Senior Outreach Associate will be responsible for the following:

- Identify and propose outreach plans for digital influencers, IP influencers, and HPS/GWA prospects in support of PSP fundraising and advocacy objectives in MENA.
- Coordinate with the IG team support for lead generation and direct fundraising campaigns (including Ramadan, Winter, Zakat, Voices With Refugees); emergency campaigns; digital initiatives
- Serve as focal point for the GWA team and coordinate with GWA office on appointments of HPS/GWAs and align on influencer engagements in global campaigns.
- relationship management: coordinate the day to day activities of existing MENA digital influencers and some priority high profile supporters in the region, noting priorities for PSP in the region.
- Travel: to liaise with UNHCR Admin team on the organization of all GWA/HPS related travel. This includes providing all necessary paperwork including Travel Request forms and all related approvals; helping to prepare detailed bespoke mission briefing packs and mission reports; ordering visibility items required on mission.
- Help plan specified field missions for digital influencers and specific high-profile supporters ensuring objectives are met and impact measured

- Guidance: Assist with the formatting and dissemination of GWA Guidelines, GWA Toolkits and other advice and support to GWA focal points
- Ensure the PSP MENA influencers framework is implemented and followed regionally, and update and revise in accordance with learnings and policy changes.
- Contracts: Helping to draft, and filing all GWA/HPS contracts, checking renewal dates, and liaising with Focal Points to ensure the satisfactory renewal and logging of new GWA contracts.
- Talent prospecting. As required, producing biographies and supporting due diligence process for all new celebrity names. This includes undertaking online research.
- Support different PSP markets in growing their influencer programmes
- Liaise closely with MENA Public Information colleagues to ensure coordinated and integrated work across fundraising/communications in relation to the work of digital influencers.
- Support in PSP internal communications including SharePoint news updates and PSP update with HQ
- Filing: Establishing and maintaining records, files and archives pertaining to the GWA programme. Ensuring emails, documents, presentations, contracts, proposals and briefing notes, presentations, are filed and archived as appropriate. This will include filing on SharePoint.
- Engage and deliver digital influencer and specific high-profile support to leverage PSP led partnerships, including with prospect and existing digital and corporate partners, trust/foundations, high net worth and individual donors.
- Contacts Database. Creating and maintaining a secure, confidential and well-functioning database. This will include the contact details of all GWA, HPS, Influencers and celebrity supporters and prospects as well as talent agents, publicists and managers.
- Monitor and evaluate the impact and ROI of digital influencer engagement. Producing impact reports and HPS/GWA records sheet.
- Help translate PSP MENA fundraising campaigns into SM influencers engagement campaigns and creating momentum.
- Webinars. Help to organize twice yearly skill share webinars for HPS and Digital Influencers as part of their engagement in our campaigns and listen to their advice and feedback.

- Capitalize on influencers abilities to increase the UNHCR brand familiarity and visibility.
- Perform other duties as required.

## Essential minimum qualifications and professional experience required

- Successful completion of High School Diploma and further studies in Communication, Economics, Business Administration, Marketing, or other related fields.
- Minimum 4 years (2 years with a bachelor's degree) with relevant work experience.
- Digital influencer/celebrity recruitment and management in a cause related environment within MENA/Gulf region
- Managing digital influencer projects with multi-platform components
- Project managing digital influencer events
- Working with MENA digital influencers and, where applicable, their management teams to reach mutually agreed outcomes
- Experience of managing, recruiting and cultivating SM influencers for the benefit of a cause or for attaining an objective.

## Desirable Competencies

- Demonstrated ability to steward high level relationships
- Demonstrated ability to deliver fundraising goals via digital influencer and/or celebrity support
- Strong project management skills
- Innovation and creativity
- Strong communication skills
- Strong writing skills, both in Arabic and English
- Strong interpersonal skills
- Technological literacy and ability to apply celebrity support via digital engagement techniques
- Able to establish and maintain effective working relationships with people in a multi-cultural, multi-ethnic environment with sensitivity and respect for diversity
- Able to develop and maintain effective work relationships with international team members.

## 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](mailto:SAURIHR@unhcr.org) indicating “Senior Outreach Associate” in the subject of the email.

P11 forms are available on [https://unhcr.org/recruit/UNHCR\\_Personal\\_History\\_Form.docm](https://unhcr.org/recruit/UNHCR_Personal_History_Form.docm)  
Supplementary form [https://unhcr.org/recruit/UNHCR\\_PHF\\_Supplementary.docm](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.