

TERMS OF REFERENCE

Position Title:	Senior Outreach Associate
Contract/Level:	UNOPS LICA-7
Category:	UNOPS
Section/UNIT:	Private Sector Partnership
Duty station:	Dubai, United Arab Emirates
Duration:	01/05/2019 – 31/12/2019
Closing Date:	18 th of April 2019

1. Background Information

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 (you tubers, vloggers, Instagramers 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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2. Duties and Responsibilities

Under the supervision of the PSP Officer, the Senior Outreach Associate will be responsible to:

- Support 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.
- Prospect new digital influencers in MENA for the work of the PSP unit in consultation and support the PSP Officer in recruitment of new influencers, keeping in mind the due diligence and sign off processes.
- Help plan specified field missions for the PSP officer with digital influencers and specific high-profile supporters ensuring objectives are met and impact measured
- Liaise closely with MENA Public Information colleagues to ensure coordinated and integrated work across fundraising/communications in relation to the work of digital influencers

- Coordinate with the PSP Officer MENA digital influencer support for lead generation and direct fundraising campaigns (including Ramadan, Zakat, Voices for Refugees, One Billion Miles To Safety); emergency campaigns; digital initiatives
- 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 To monitor and evaluate the impact and ROI of digital influencer engagement
- Translate PSP MENA fund raising campaigns into SM influencers engagement campaigns and creating SM momentum.
- Capitalize on SM influencers abilities to increase the UNHCR brand familiarity and visibility.
- Perform other duties as required.

Essential Minimum Qualifications and Professional Experience Required

Education

- Completion of secondary education with post-secondary certificate/training preferably with a University degree in Communication, Economics, Business Administration, Marketing, or other related fields.

Work Experience

- Minimum 11 years previous relevant work experience in 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.

Required skills & 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

- Required: Fluency in English and Arabic

Location

The role will be based in Dubai, United Arab Emirates.

To Apply:

Interested applicants should submit their letter of motivation and Personal History Form (P11), including

testimonials/degrees/certificates to SAURIHR@unhcr.org indicating “Senior outreach Associate, LICA-7” in the subject of the email.

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

Closing date for receipt of applications: Wednesday 18th of April 2018.