



# UNHCR

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

## Terms of Reference

### Middle Donor Associate (F2F)

### 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:** Middle Donor Associate (F2F)

**Duty Station:** Dubai, UAE

**Contract Type:** UNOPS – LICA-6

**Advertisement closing date:** 1<sup>st</sup> 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.

The incumbent will manage a portfolio of around 3,000 middle donors, lead on the development of the Middle Donor Programme tailored for MENA, besides managing budgets and reports on spending and return on investment. He/She should prepare and submit regular reports on all contacts with donors, prospects and volunteers while maintaining a sufficient record, contact reports and background data to facilitate periodic reports on activities from ROI.

## Duties and Responsibilities

Under the supervisor of the associate PSP IG Officer (Retention Manager), the Middle Donor Associate (F2F) will be doing:

- Lead Manage a portfolio of face to face donors and manage regular communication with them, including professionally responding to donors' requests, questions, complaints.
- Manage the development of all the creative, production and services related to the face to face retention program.
- Plan and develop the existing Individual Giving Strategy in line with the Fundraising Strategy and oversee its implementation.
- Closely collaborate with the acquisition and donor content team to create an excellent donor experience from the point of sign-up to retention and upgrade.
- Conduct Welcome call to the F2F donors.
- Liaise and demonstrate initiative in dealing with donors via telephone and email in response to various requests for information, change of details, complaints and refunds and when offering donor save options.
- Develop a strong inspiring retention journey for acquired face to face donors to keep them engaged and secure additional digital gifts from them.
- Contact donors and create cultivation and solicitation plans based on donors' profiles and preferences.
- Work closely with the Regular Programme and Middle Donor Programme teams to develop conversion and upgrade strategies for face to face donors.
- Solicit, negotiate agreement and close gifts with potential donors.
- Participate in setting and achieving annual campaign goals.

- Keep up to date with giving techniques and strategies to increase or maintain gifts from face to face donors.
- Perform other related duties 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).
- Experience in account and relationship management,
- Knowledge of the UN system preferably with UNHCR or another UN Agency is a plus.
- Experience working with individuals and business leaders in the Gulf region, and strong knowledge of the Gulf and Arab market and cultural trends.
- Previous experience in fundraising, mainly face to face and donor services is an asset.
- Experience in answering donor/customer care enquiry in person, phone or email
- Track record of driving new initiatives that deliver improved donor or customer experience.

## Desirable Competencies

- Excellent written, interpersonal, and oral communication skills are essential.
- Diligent, self-motivated, and creative individual with ability to manage multiple areas of responsibility.
- Problem solving and decision-making skills, excellent Relationship Management, Customer Service and Communication Skills.
- Ability to independently manage and prioritize multiple simultaneous projects in a fast-paced and busy environment and to delegate task assignments as needed.
- Good judgment, high energy, a positive attitude, and a good sense of humor.
- Target driven and has good knowledge and understanding of ROI.

- Required excellent knowledge of Microsoft Office, Excel, Outlook, and Database Management.
- 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](mailto:SAURIHR@unhcr.org) indicating “Middle Donor Associate (F2F)” 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.