

TERMS OF REFERENCE

Junior Professional Officers (JPO)

Please indicate if this ToR supersedes a previously submitted ToR: Yes

I. General Information:

Title:

Associate Digital and Individual Giving Officer

Sector of Assignment:

Private Sector Partnerships - ERCD

Country: Jordan

Location (city): Amman

Agency: UNRWA

II. Supervision:

Name of Supervisor: Suzanne Ayoub

Title of Supervisor:

Donor Engagement Officer (Digital Fundraising)

Content and methodology of supervision:

(Describe in detail type and manner of supervision, e.g., timing and number of meetings with supervisor; feedback sessions on performance against established work plan)

With Donor Engagement Officer daily face to face meetings for guidance, supervision, and tasking

With Chief of PSP regular discussions and follow up on implementation of decisions and other matters referred by Donor Engagement Officer

With ERCD staff, for internal coordination purposes

III. Duties, Responsibilities and Output Expectations:

Please include percentages for each duty:
(Please include percentages for each duty. Describe briefly the main tasks specific to this assignment and output expectations during the first and second year of assignment)

Under the guidance of the Donor Engagement Officer and in close cooperation with the rest of the Digital and Islamic Philanthropy team, the Digital and Individual Giving Officer contributes to implementing the engagement strategy for the Digital Giving programme. The JPO will be also in charge to design appropriate donor journeys for different categories of individual donors at global level, to support the growth of individual giving and to secure stable income and further expansion of the individual donor base. In particular, the Digital and Individual Giving Officer is responsible for implementing all the digital media plans. In addition, the JPO will also oversee maintaining and strengthening the stewardship with the existing individual donors, following a donor-centric perspective, supported by a solid data-driven approach. As such, the JPO will be required to have strong technical skills in digital metrics and analytics as well as relevant recent

experience in development of digital marketing campaigns.

- Develop and manage different donor's journeys and implement individual donor relationships and stewardship through digital channels, increasing their retention and donation level
- Implement and carry on specific regular donor' programs
- Support the Agency's efforts in the diversification of fundraising channels through Islamic financing, individual fundraising, and private partnerships
- Increase engagement of individual supporters through strengthened digital donor communication and donor experience.
- Produce written content and leverage storytelling skills to mobilize support and resources
- In close cooperation with Donor Engagement Officer, monitoring and evaluation on the digital activities
- Ensure timely and accurate reporting on digital fundraising activities (ie, monitoring on donors' behaviors, lifetime value, etc.), also including market analysis in order to report on trends in digital marketing and Islamic giving.
- Prepare talking points and presentations for the Division related to digital and individual giving engagement
- Provide additional administrative assistance and support as required by the Donor Engagement Officer
- Support the development and implementation of various innovative fundraising tools
- Performs such other duties as may be assigned.

IV. Qualifications and Experience:

Education (only Master's degree or equivalent): *(Indicate Master's degree or equivalent in specified development-related discipline, and desired emphasis, if applicable)*

- A university degree in Communication, Marketing, Social Sciences or any related subject.
- A minimum of 3 years of progressive and measurable work in digital fundraising, at least two years closely related to Islamic giving.
- Strong experience in private donors' relations
- Knowledge and experience in planning

Fluency in English

Desirable Qualifications:

Knowledge of the UN system is desirable

Knowledge of Arabic is an asset but not a mandatory requirement

Key Competencies of the assignment:
(Indicate technical knowledge, professional/language skills)

Competencies:

- Strong knowledge of the leading digital channels for fundraising
- Strong analytical skills and a solid understanding of web metrics digital analytics, with the

ability to generate, analyze and build strategies accordingly

- Attention to detail and problem-solving skills
- Ability to develop creative solutions
- Drive for results
- Ability to work efficiently in a team
- Excellent written communication skills
- Track record of working independently and meeting tight deadlines

V. Learning Expectations:

Upon arrival, the incumbent will receive an Induction Training package. This will include information on UNRWA's mandate and operations in general and will be complemented by individual briefings with ERCD key team members and other relevant stakeholders which concentrate on the various objectives of the Departments.

After six months the JPO will have extensive knowledge of UNRWA programmes, mandate and operational issues (depending on the security situation, the JPO may accompany the CPPD to the Fields of Operations).

S/he will benefit from the experience and mentorship of his/her supervisor (CPPD) and other senior UN colleagues while having the opportunity to coordinate with UNRWA's 5 Fields of Operations i.e. Gaza, West Bank, Jordan, Lebanon and Syria. S/he will also learn how decision-making at the highest level of UNRWA is formulated, decided and implemented.

S/he will gain experience coordinating, developing and operationalizing successful initiatives in challenging cultural environments and have a better understanding of the UN's humanitarian mandate functioning within a difficult political context.

VI. Background Information:

UNRWA is a United Nations agency established by the General Assembly in 1949 and is mandated to provide assistance and protection to a population of some 5 million registered Palestine refugees. Its mission is to help Palestine refugees in Jordan, Lebanon, Syria, West Bank and the Gaza Strip to achieve their full potential in human development, pending a just solution to their plight.

The External Relations and Communications Department (ERCD) is headed by the Director of External Relations and Communications who has a direct reporting line to the Commissioner-General's Office. The Department's main objective is to mobilize financial and political support from external partners. Within ERCD, the JPO will be working directly with the Private Partnerships section. ERCD has a Communications Division and a Partnerships Division where Private Sector Section is part of beside an External Relations Services Section and both are reporting to D/Partnerships and will include information management.

Please note that in the online version you will be asked to upload an updated **organigramme**.

VII. Information About Living Conditions at the Duty Station:

Amman is a family duty station with no specific security threats, security phase 2. Amman has all the required facilities, restaurants, malls, cinemas, and friendly environment to live in, including many amenities, modern and services by an international airport.

Approved by:

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