

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

Vacancy Notice

Fundraising Acquisition Associate

Private Sector Partnerships (PSP) in Denmark,
UNHCR Copenhagen,
Denmark

Digital acquisition- og kampagneekspert til UNHCR, FN's Flygtningeorganisation, i Danmark

Vi søger en ambitiøs og målrettet digital acquisition- og kampagneekspert til UNHCR's dynamiske fundraising team i FN Byen i København. Vi har brug for dig, som har erfaring med at udvikle effektive hvervekampagner på sociale medier og i digitale kanaler, herunder også paid search, sms og printannoncering. Du elsker at udvikle effektive kampagner, er visuelt sikker og har en skarp pen til at skrive fængende tekster, der sikrer konvertering. Du er vant til at udvikle digitale acquisitionkampagner, og det vil være et plus, hvis du også har erfaring med offline kanaler som printannoncer og Direct Mail.

Med mere end 114 mio. mennesker på flugt fra krige, konflikter og forfølgelse er behovet for at engagere flere danskere i at hjælpe de mange mennesker på flugt verden over enormt. Sammen med dygtige danske og internationale kollegaer i både FN Byen i København og fra hele verden, samt nogle af verdens mest betydningsfulde influencers og ambassadører, har du nu mulighed for at arbejde for en af de største globale humanitære organisationer – og med en af vores tids største udfordringer. Du vil blive en vigtig del af at udbrede kendskabet til den globale flygtningesituation og UNHCR's arbejde blandt danskerne. Er det noget for dig at blive en del af en hurtigt voksende og ambitiøs FN fundraising-operation, så læs mere her:

Title: Fundraising Acquisition Associate (IG)

Duty Station: Copenhagen, Denmark

Contract Type: UNOPS LICA-6 (equivalent to G-6)

Duration: May 2024 until 31 December 2024 (renewable yearly contract)

Application start date: 22/04/2024

Application end date: 12/05/2024

Organizational Context

UNHCR is recruiting a Fundraising Acquisition Associate (IG) in Copenhagen, Denmark.

Established in December 1950, UNHCR is mandated to lead and coordinate international action to protect and assist refugees and to find durable solutions to their plight. During more than seven

decades, UNHCR has helped more than 84 million people restart their lives. Today, UNHCR staff in more than 135 countries continue to help and protect millions of refugees, returnees, internally displaced and stateless people.

UNHCR has relocated several key functions from our Headquarters in Geneva to UN City in Copenhagen, including UNHCR's Private Sector Partnerships Service (PSP), which supports UNHCR's growing engagement with the general public and the private sector in all regions of the world.

This newly created position sits within UNHCR's Private Sector Partnerships team for Denmark, which was established in 2018 and covers both Individual Giving and partnerships with Danish foundations and corporates. PSP Denmark is experiencing strong growth.

One of our key priorities is to further accelerate the Individual Giving programme (IG) including by expanding our acquisition activities. To achieve this goal, PSP Denmark is hiring an experienced fundraising expert who will focus on expansion of our acquisition activities across channels, reporting directly to the Head of Individual Giving.

UN City currently hosts 11 UN organizations with 1,500 staff representing more than 100 nationalities.

The position

We are seeking a creative, results-oriented and engaged team player who will take responsibility for managing all Individual Giving acquisition activities, including further strategic development and channel expansion. PSP Denmark team is currently using a wide array of digital channels such as paid, google ads, meta, sms – and also expanding with YouTube and TikTok. The preferred candidate should be digitally savvy and thrive equally with creating digital content as well as measuring and optimizing performance to secure KPIs. It is a plus if the candidate also has experience with offline acquisition channels such as press advertising and direct mail.

The still expanding PSP Denmark team currently consists of 10 dedicated colleagues, with 3 persons currently engaged in the Individual Giving fundraising activities. The selected candidate will work closely with the Head of IG, the donor development colleague, the press and communication team as well as with global and regional PSP colleagues. The team works in an informal and collaborative manner with a high focus on flexibility and trust, but also in a performance-driven environment with great focus on securing continued income and donor growth.

Scope of Assignment

Under the supervision and in close cooperation with Head of Individual Giving, the tasks of the Fundraising Acquisition Associate will be the following:

- Manage donor acquisitions campaigns across channels and across thematic priorities and emergency responses to grow donor volume, with an in-depth understanding of strong return on investments;
- In cooperation with HQ, develop paid search and google ads campaigns, including copy writing and continuous optimization;
- Campaign development for PSP Denmark's acquisition activities, including copy writing, display and videos;
- Develop print advertising campaigns and manage relationship with media suppliers;

- Develop and manage sms acquisition campaigns, including strong and compelling copy writing;
- Assist in implementing lead generation strategies and tactics to drive customer acquisition, e.g. petitions and other engagement techniques;
- Work with communications colleagues and digital media and creative agencies, ensuring activities and campaigns are continuously optimized to deliver against KPIs including website flow and brand activities;
- Implement and monitor digital segmented journeys across channels to increase share of newly acquired higher value donor with a strong LTV expectancy;
- Keep donation landing pages updated and optimized, including A/B split testing to increase web conversion rates;
- Continuous tracking and monitoring of campaign performance against KPIs, building reports for analysis and campaign optimization;
- Support in managing the media plan development ensuring expenditure and targets are in line with agreed budgets;
- Ad hoc activities to support the PSP Denmark team.

Essential minimum qualifications and professional experience required

The ideal candidate will be required to have:

Education and Work experience:

- Secondary education with preferably a degree in Marketing/Business Administration, Communications, Journalism, IT-studies, or a related field;
- 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);
- Relevant work experience in a marketing/fundraising or communications unit, preferably in a not-for-profit organization or from a marketing position in a subscriber or member-based organization/company – or as a creative content creator or similar from e.g. an advertising company;
- Solid experience with content production, including copywriting and assessing and selecting visuals for both digital and print media,
- Solid experience with developing digital (acquisition) campaigns, as well as branding activities – digital and print;
- Solid experience with developing storylines for videos and video ad campaigns;
- Experience with digital campaign optimization strategies and performance analyses, including Google Analytics, dashboards and Business Manager;
- Experienced and thrives with working with a global agenda that is getting public attention and turning complex matters into engaging campaigns;
- Proven ability to meet fundraising targets and drive results;
- Experience with Microsoft Office;
- Experience with customer/donor segmentation and customer/donor journeys;
- Project management experience is essential.

Key Competencies:

Required

- Excellent communication skills (writing) and fluency in English and Danish;
- Strong copy writing skills and ability to write engaging and compelling content that drives conversion and engagement;
- Strong visual skills and with the ability to develop/or select eye catching and effective campaign and marketing materials;
- Strong analytical skills within digital marketing and knowledge of key digital measurement metrics;
- Motivation by working with KPIs and performance-driven goals;
- Demonstrated ability to effectively manage budget and forecasts;
- Demonstrated ability to work independently and be self-driven – also under pressure;
- Pays attention to details, has a high sense of quality and accuracy;
- Is a team player and a cooperative colleague;
- Is able to drive your projects from A-Z and is results-oriented;
- Ability to work with tight deadlines, especially during emergencies.

Desirable

- Strong interest in the refugee cause;
- Experience or strong interest in working in an international, multicultural environment;
- Experience with data management and setting up data dashboards for campaign measurement;
- Experience with Business Manager;
- Experience with graphic design and video production, including knowledge of Premier Pro and Adobe InDesign ;
- Experience with offline campaign channels such as outdoor, print and direct mail;
- Knowledge of Excel wizard;
- Experience with working in a global/large organization, including with English as a business language.

Location and Conditions

The successful candidate will work with the team at the UN City in Copenhagen, Denmark.

This position is associated with a yearly contract, initially issued until the end of the year and with a possibility of extension on a yearly basis. It is a full-time role of 40 hours per week.

To Apply

Interested candidates are advised to consult the UNHCR website "[How to apply | UNHCR](#)" for guidance and details, before submitting their application. Please refer to **JR2440411**

Fundraising Acquisition Associate (IG).

Only shortlisted candidates will be contacted and invited to the next stages of the recruitment process. A written test may be part of the application process.

In case of unexpected technical problems during the application process, candidates should direct their questions to the Global Service Desk (hqussd@unhcr.org), which can provide further technical support.

For further information or inquiries about the vacancy, please contact Head of Individual Giving, Christine Egeskov Bak, at egeskovb@unhcr.org