

Switzerland for UNHCR hires an Individual Giving Marketing Officer

Contract Type: Permanent and full-time position

Place of work: Geneva (other locations in Switzerland could be an option)

Starting date: January 2022

About Switzerland for UNHCR, the Swiss Foundation for UNHCR

UNHCR, the United Nations Refugee Agency, is a global organization dedicated to saving lives, protecting the rights of refugees and building a better future for the millions of people forced to flee their homes.

Since 1950, UNHCR has responded to multiple crises on different continents and has provided vital assistance to refugees, asylum-seekers, internally displaced and stateless people, many of whom have nowhere else to turn. Its work was aimed at ensuring their rights, protection and assistance, preserving their dignity and well-being.

UNHCR has set up a foundation under Swiss law, headquartered in Geneva, which shall:

- Raise funds from individuals, from the private sector as well as from the cantons and communes in Switzerland and Liechtenstein in support to UNHCR's protection and assistance programmes worldwide
- Raise awareness within civil society in Switzerland and Liechtenstein about the situation and needs of refugees and those forced to flee
- Engage in advocacy and activities for refugees and persons of concern for UNHCR, through media and social media campaigns, public speaking and the commissioning of research in order to facilitate civic engagement and fundraising.

The Foundation is currently looking for an Individual Giving Marketing Officer to implement Individual Giving (IG – donations below CHF 10'000) fundraising activities.

ROLE

In the newly constituted team, this position reports and is under the responsibility of the Head of Individual Giving.

The selected candidate must be able to coordinate IG fundraising on-line and off-line campaigns created in house or managed with external providers to acquire new donors, retain and grow the individual donor file. Key business areas also include fundraising from individuals in emergencies.

He/she ensures that a proper image of UNHCR is conveyed to the various target audiences and creates a privileged link between them and the Switzerland for UNHCR Foundation.

The role requires collaboration with multiple teams and departments within the Foundation and national and international offices of UNHCR.

MAIN RESPONSIBILITIES

Scope of the Assignment

The Individual Giving Marketing Officer will support the development and execute the strategic annual IG fundraising plan together with the Head of IG. He/she will notably take the following responsibilities:

- Set up and implement annual digital fundraising campaigns for one off, recurring giving, peer-to-peer fundraising, corporate matching gifts using multiple digital channels;
- Develop Multi-channel offline campaigns including Direct Mail, Media advertorials, Billboards, and telemarketing; manage the overall project delivery including deadlines, budget, providers' management, results' analysis, etc.
- Create or adapt relevant, compelling, and high-quality content for Direct mail, email, social media channels, landing pages and digital advertising;
- Launch urgent appeals in the event of emergency;
- Develop and improve prospect and donor experiences to build engagement and loyalty (donor journey);
- Measure, analyse, test, and iterate on fundraising campaigns. Identify opportunities for testing and innovation intended to maximize campaign and program performance across channels;
- Work collaboratively with the Foundation team as well as digital experts and content providers from Global UNHCR, to support fundraising in Switzerland;
- Manage relationships with key external vendors. This will include developing project briefs, ongoing communication throughout the campaign and appropriate follow-up at campaign end, as well as ongoing communication to ensure strong relationships.
- Participates to other tasks / projects upon request / need

PROFILE

The ideal candidate is a passionate, results-oriented individual with strong digital marketing and fundraising experience.

Key competencies

- 3 to 5 years of relevant work experience in digital marketing or fundraising roles;
- A university degree in Marketing, Fundraising or related field or equivalent background;
- 3 to 5 years of experience developing, executing, and analysing multi language digital fundraising campaigns;
- Proven writing and editing skills, including various writing styles for fundraising, digital fundraising, and social media;
- German / Swiss-German native and fluent English required, French highly desirable, Italian an asset.
- Experience with email marketing and using email marketing platforms such as Marketing Cloud.

- Experience managing the internal and external resources required for planning and executing digital as well as offline fundraising campaigns;
- Experience developing custom digital content for a range of audiences;
- Excellent project management skills with an ability to balance multiple projects and prioritize demands.
- Experience with social media marketing, including content creation, ads and measurement for Facebook and Instagram;
- Experience working with multilingual programs
- Ability to deal with multiple tasks in a demanding working condition that often functions on short-term deadlines;
- Strategically minded and ready to take initiative;
- Proactivity, with excellent organizational skills and ability to work autonomously;
- Adaptable, flexible, with strong interpersonal skills, capable of working both independently and collaboratively across teams;
- Demonstrated ability to work as a team player, with strong soft skills, in a fast paced and multicultural environment;
- Solid understanding of figures, metrics, analysis for effective fundraising;
- High attention to details and process oriented;
- Excellent computer skills and knowledge of MS Office applications;
- Excellent written and oral communication as well as interpersonal skills
- Familiarity with UNHCR or other UN structure is considered a strong asset.
- Strong assets :
 - Knowledge of the charitable Swiss landscape;
 - Experience working for an International non-for-profit agency/organization;
 - Experience with DRUPAL, Salesforce CRM, and Adobe Suite

Interested candidates can send their cover letter and CV to the Swiss Foundation by email to hr@unrefugees.ch, until September 26th, 2021, mentioning the reference: IGMO

Only selected candidates will be contacted. The Foundation is an equal opportunity employer and proud to make diversity a strength.