

Chief, Private Sector Fundraising and Partnerships (PFP)

AN EXCITING OPPORTUNITY TO MAKE A LASTING DIFFERENCE FOR CHILDREN

Post:	Chief, Private Sector Fundraising and Partnerships (PFP)
Location:	Kuala Lumpur, Malaysia
Salary grade:	P4 (see below for more details)
Reporting to:	Representative, P5
Supervises:	Seven staff

UNICEF www.unicef.org is the driving force that helps build a world where the rights of every child are realised. We have the global authority to influence decision-makers, and the diversity of partners at grassroots level to turn the most innovative ideas into reality. We believe that nurturing and caring for children are the cornerstones of human progress.

UNICEF Malaysia is seeking an experienced fundraising professional for the role of **Chief, Private Sector Fundraising and Partnerships**. The ideal candidate will have technical, leadership and management skills, with a passion for our mission and a vision for the team. UNICEF Malaysia provides a unique opportunity, as a Country Programme in an upper middle income country context whereby funds are raised locally to cover our work for children in Malaysia, while also contributing to UNICEF's work for children globally.

Fundraising in Malaysia started in 2008 and has experienced a dramatic increase in the past four years. We believe there is significant potential for further growth via new partnerships and innovative fundraising methods. UNICEF Malaysia's fundraising income currently depends on individual donors, while growth of the domestic and international corporate sector represent an opportunity for UNICEF to leverage resources and partnerships for children, while also promoting child-friendly business practices.

Purpose of the Post

If you are a passionate and committed resource mobilisation professional wanting to make a lasting difference for children, the world's leading children's rights organization would like to hear from you.

Under the supervision of the Representative the incumbent will be responsible for:

- Providing leadership and strategic guidance to the Malaysia country office in the areas of private sector fundraising, corporate partnerships and corporate engagement.
- Strengthening operational systems and mechanisms that will enhance UNICEF's strategic private sector fundraising and partnerships
- In close collaboration with the Programme Section, to strengthen UNICEF's corporate engagement and leveraging resources for children by influencing corporate strategies and practices for improved results for children
- Providing leadership and guidance to the PFP team in core and technical competency development, training and development of staff skills and capacities in a middle-income country context
- Facilitating and supporting cross-sectional collaboration between PFP, Communications and Programmes in key areas of synergy related to advocacy, messaging and communications with the public and corporate partners in line with UNICEF's brand and promoting UNICEF's mission and mandate for children.

Major duties and responsibilities

PFP Technical Leadership:

- Lead the long-term strategic planning, decision-making in the analysis, development and implementation of PSFR activities within the country, to optimize fundraising and revenue potential.
- Develop an annual workplan and budget. Monitors and facilitates the implementation of fundraising strategies and work-plans to achieve the target
- Strategically plan and manage the investment funds for fundraising opportunities and associated costs throughout the planned period.
- Develop market research studies to identify short and long-term fundraising potential and identify specific strategies to meet the targets outlined in the plan.
- Lead the training and capacity development of the PFP team in advocacy, partnerships and in new and innovative fundraising modalities and techniques
- Oversee and develop professional relationship with suppliers in order to promote excellence in briefings and campaigns to the satisfaction of internal and external parties thereby protecting and promoting the UNICEF brand.

PFP Management:

- Provide leadership and oversight for the PFP team to enhance operational procedures, technical systems and mechanisms required to implement the strategic plan.
- Ensure that new and innovative streams for private sector fundraising and partnerships are tested, assessed and implemented in a systematic way.
- Ensure that global PFP policies and guidelines are adhered to and implemented, provide proper management of section to ensure “back-end” and operational areas of work are able to keep up with the new initiatives and plans.
- Undertake effective management of PFP budget, resources and staffing to reflect office’s key strategic priorities
- Review and evaluate fundraising performance and staff performance through improved monitoring and to recommend changes and adjustments to plans as needed

Corporate Engagement:

- In close collaboration with Programme Section, to develop and provide technical guidance and capacity development of staff on corporate engagement and partnerships
- Ensure that the office’s corporate engagement strategy be guided by a child-focused approach to CSR practices using the Child Rights and Business Principles in order to leverage resources for children.

PFP Communications:

- Champion the UNICEF brand in coordination with PFP, Communications and Programmes to ensure advocacy and messaging is consistent and strategic across the sections and that the strategic programme priorities are being communicated to the general public and external partners.

Others:

- Carry out other assigned tasks and functions as directed by the Representative as part of the integrated work being undertaken through advocacy, communications, fundraising and corporate engagement initiatives in order to ensure that UNICEF’s work in a middle-income country context is effectively shared and communicated to key partners and the general public based on learnings from other UNICEF offices in the region and best practices in the industry.

Education required

Advanced University degree in Business Administration or related field with specialization in marketing, resource mobilization, or communications. Additional professional qualification in fundraising and/or marketing and/or communications an asset.

Experience and skills required

- Eight years of professional work experience in managing a budget-based business and managing teams to deliver on financial outcomes – regional or global work experience an asset.

- Professional experience combined with commercial marketing and communications/fundraising experience an asset
- Significant experience in managing external partnerships and engagement with corporate sector. Knowledge and experience of Corporate Social Responsibility a plus
- Familiarity with various fundraising modalities and techniques – e.g., direct mail, face-to-face campaigns, telephone marketing, etc. and experience in dealing with suppliers and external agencies
- Must have experience of team work and managing staff, training and capacity development for communications, advocacy and fundraising.
- Regional or global experience in advocacy, communications and fundraising an asset.
- Fluency in English and another UN language required. Knowledge of a local language of the duty station an asset.

Salary

This is a **P4 post** on the UN Salary scales. To find out more about what this means please visit the UN site on Salaries and Post Adjustment http://www.un.org/Depts/OHRM/salaries_allowances/salary.htm, noting that additional duty station allowances may be added. A salary simulation can be made available to applicants selected for interview.

To apply

Please send **BY EMAIL ONLY** a **letter of application** stating the skills and approach that you would bring to the post with your **CV/resume** (no photos) in strict confidence by email only to: Emily Bracken at emilyrecruit@darylupsall.com

Please ensure that they are sent as Word documents with the titles “*your name cover letter*” and “ *your name CV*” Please put “**UNICEF – Chief, Private Sector Fundraising and Partnerships**” in the email subject line. Also please let us know where you saw the post advertised.

UNICEF is committed to diversity and inclusion within its workforce, and encourages qualified female and male candidates from all national, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of our organisation.

The deadline for applications is Monday 28 January, 2013

PLEASE NOTE: There will be a two stage application process which means that candidates that fully meet the criteria above will be subsequently asked to complete a further online process within the UNICEF recruitment system