

TERMS OF REFERENCE

Junior Professional Officers (JPO)

I. General Information:

Title:

Associate Expert (Marketing and Communication Officer)

Sector of Assignment:

Fundraising, Marketing, Communication

Country:

Occupied Palestinian Territory (PAPP)

Location (city):

Jerusalem

Agency:

UNRWA

II. Supervision:

Title of Supervisor:

1. Deputy Director, External Relations Department
2. Senior External Relations Officer, Cluster Lead

Content and methodology of supervision:

The post is subject to: (1) The general policies of UNRWA; (2) The objectives of UNRWA's resource mobilisation strategy; (3) The annual Work-plan for UNRWA's External Relations Department.

The incumbent's work plan and priorities will be informed by and form an integral part of the Department's annual work plan. Monthly one-to-one meetings will be organized with the supervisor to plan activities and assess progress against assigned responsibilities. Monthly meetings with the Director and the team members of the External Relations Department will allow the review of progress made against the department's strategic objectives. Supervisors will ensure coaching and mentoring of the incumbent.

III. Duties, Responsibilities and Output Expectations:

Within the framework of the Agency's Resource Mobilisation Strategy and accompanying workplan, act as the marketing and communication focal point for the department. Within this role, the staff member will be responsible for successfully supporting the development of the marketing and communication functions of the department, and maintaining/upgrading the donor portal of the UNRWA website (90%). Specifically within this role:

The staff member is expected to:

- Under the strategic guidance of the Directors of the Department and with the support of the Senior External Relations Officer, Cluster Lead, contribute initiatives to improve advocacy, communication and visibility of the UNRWA brand; (20%)
- Work with external relations/public information and field staff to develop marketing tools to promote and market UNRWA's programmes to a culturally and economically diverse audience; (20%)
- Work together with the Public Information Offices and External Relations colleagues to maintain/upgrade the donor web pages of UNRWA's website in line with the department's goal to increase online donations donor visibility, and UNRWA's accountability in regards to donations received; (20%)
- Manage the relationship between UNRWA and the online donation payment provider. Work to increase online donation revenue by developing and implementing strategic communications and marketing practices; (20%)
- Plan/support specific promotional events from conception to end, whether related to promoting our partnership with the private sector, the signature of grant agreements with high level donors, the annual donor conference or any other symposium, workshop or conference; (10%)
- Perform other duties as may be assigned; (10%)

IV. Qualifications and Experience:

Education (only Master's degree or equivalent)

- A University degree in marketing, communication, fundraising, business administration, international relations, journalism, development studies or similar.

Working Experience

- Two years field experience in the humanitarian-aid/socio-economic development sector working with international organizations, NGOs, foundations, governmental cooperation agencies. Also acceptable would be two years of experience working for a media company or newspaper.

Key competencies of the assignment

- Proven skills in information, communication, networking, advocacy and ability to relate to mass media.
- Experience in of all forms of communications production, including brochure publication in both print and electronic formats and web-based programming desired.

- Strong organizational skills and ability to meet deadlines and to manage multiple tasks effectively and efficiency;
- Good analytical, negotiating, communication and advocacy skills.
- Strong interpersonal and communication skills and proven ability to work in a multi-cultural setting and teams with diversity of background and skills;
- Well-developed sense of initiative, strategic thinking and analytical skills;
- Computer skills: Excel, Word, Outlook and Internet applications;
- Excellent command of written and spoken English;
- Ability to communicate in Arabic is a strong advantage.

V. Learning Expectations

- Strengthened knowledge of concepts, tools and processes to plan and manage humanitarian/development projects in the international cooperation system;
- Developed capacity to design and implement complex resource mobilization strategies, with communication, advocacy and fundraising components;
- Increased knowledge of issues related to refugees, the Middle East political, cultural and socio-economic environment, as well as the UN system;

VI. Background to the Assignment

In June 2009, the External Relations Department launched an ambitious, broadly based and innovative Resource Mobilisation Strategy aimed at setting UNRWA on a course of financial sustainability to meet refugee needs. The strategy is meant to address both the short-term and long-term financial challenges of the Agency, by expanding its resource mobilisation efforts according to the following drivers of change:

- Focus on all sectors of National markets beyond ODA (i.e.: Foundations; CSR; Wealthy Individuals; Decentralized Cooperation);

- Strategic Communication and Advocacy to make fundraising for the UNRWA brand viable;
- With a view to creating “enabling conditions” to fundraise on the UNRWA brand, development of UNRWA’s external support base, leveraging partners and networks for access, influence and contributions;
- Better Marketing of Agency’s “products” and package of UNRWA’s Core Programme (General Fund) as programmes of impact and results;
- Strengthen the capacity of the External Relations Department to “deliver” on the Agency’s resource mobilisation objectives and to coordinate the active engagement of a wide range of UNRWA staff in fundraising, communications and advocacy activities.