



A Career Opportunity

At UNICEF, we work tirelessly to ensure children survive, wherever children's lives are at risk. As part of the UN, we are active in more countries and have saved more children's lives than any other humanitarian organization.

By embarking on an ambitious campaign, we will reach every child, even those in the most remote and hard-to-reach places with the essentials that every child and every family needs to survive. Because no child is too far.

Consider joining us as our:

Officer, Acquisition & Partnership Management

(Permanent, Full-time, based in Toronto)

Working closely with the Deputy Director Acquisition, this position assists in the design, execution and monitoring of high-quality campaigns, activities and logistics with external partners as well as other key stakeholders within UNICEF. The role will involve overseeing aspects of the day-to-day operation of the marketing and development cycle related to UNICEF Canada's external partners / agencies including but not limited to, Face-to-Face, TeleFundraising, DRTV and Text-to-donate vendors. Additionally, the role will involve providing oversight of the day-to-day operation of the Tribute program.

The responsibilities of the position will include:

Internal / External Operational Coordination (45%)

- Assist with the daily management of key partnerships associated with UNICEF Canada's acquisition partners for programs such as TeleFundraising, Face-to-Face, DRTV, Text-to-donate programs and manage day-to-day operations of the Tribute Program.
- Financial analysis of business opportunities to meet and exceed revenue and profitability targets.
- Influence stakeholders to ensure the importance and requirements for adhering to UNICEF Canada policies and procedures are understood, implemented and sustained.
- Assist in managing positive and productive relationships with key vendor partners (weekly calls, reporting, quarterly meetings, training).
- Ensure partner activities further fundraising or brand awareness objectives.
- Lead programs to full launch; prime Text-to-Donate organizationally.



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Marketing & Operational Management (30%)

- Manage all day-to-day creative development with agency and stakeholders.
- Support telemarketing campaigns by assisting with content for scripting, preparing FAQ guides / documents and fielding internal stakeholder questions.
- Manage marketing collaterals required for Face-to-Face channels including updates to current materials, inventory, and development of new materials.
- Provide internal staff updates on in-market campaigns.
- Collaborate with other fundraising channels (Major Donor, Corporate, Community Engagement, Operations) to execute strategies for revenue generation.
- Contribute to the development and implementation of annual operating plans, collaborating with the departmental team on annual budgets and program review.
- Discuss campaign results with fundraisers on a daily basis and agree whatever action is necessary to ensure that campaigns are meeting their objectives.

Data Analysis & Budget (20%)

- Liaise between partners and internal teams to troubleshoot and problem solve any data issues as they arise to ensure campaigns run smoothly and results are accurate.
- Reconcile weekly reporting from Face-to-Face and Tele-Marketing vendor for expense, sales volume, regional splits and COA.
- Present appeal results and test findings to team on monthly basis and at strategic meetings.
- Assist Deputy Director in developing test matrices and participate in donor segmentation meetings.

Administration (5%)

- Ensure all activities are budget approved and within annual operating plan or joint strategic plan.
- Track and develop analytics using Raiser's Edge.
- Ensure all documentation regarding expenses, legal agreements/ contracts & donor documentation are up to date and accurate.
- Manage and track all invoices for the Acquisition budget.
- Present weekly status updates on key areas of the program.

The ideal candidate will have:

- Post-secondary degree, preferably with a business or marketing focus.
- A minimum of three (3) year's relevant work experience in marketing, project management, partnership management or related field.
- Must have a good understanding of basic statistics, percentages, response rates and budgeting.
- Proven experience in vendor relations and customer service.



- Strong organization and program management skills with high attention to detail and ability to multi-task.
- Strong communication skills (written and verbal) to successfully interact with vendors, canvassers and co-workers with experience and high comfort level leading training activities or project meetings.
- A team player who thrives in a fast paced, and at times, stressful environment. Results-driven and deadline oriented with the ability to follow through on timelines
- The ability to work independently, drive new initiatives and enhance existing programs.
- Microsoft Office proficiency (Excel, PowerPoint, and Word).
- Database proficient – Raiser’s Edge knowledge & experience (an asset).
- Basic copywriting skills and working knowledge of French (an asset).

For consideration, please submit your resume and cover letter to careers@unicef.ca by **November 9, 2015**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Officer, Acquisition & Partnership Management**” clearly in the subject heading.

UNICEF Canada sincerely thanks all applicants for their expressed interest in this opportunity, however, only those selected for an interview will be contacted.

Consistent with our Child Protection Policy, the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

UNICEF Canada is an inclusive workplace and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.

