

TERMS OF REFERENCE (TOR)
CONSULTANCY
Fundraising Campaign Coordinator

Start date of consultancy:	01.07.2018
End date of consultancy:	31.12.2018
Reporting to:	Fundraising Officer – Individual Giving

I. Background.

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

This Private Sector Fundraising and Partnerships (PFP) 2018-2023 Plan sets out the results and strategies that UNICEF will pursue to maximize resources and leverage the influence of the private sector. UNICEF Bulgaria's fundraising strategy is focused on two main income streams from the private sector –monthly individual giving and corporate partnerships with higher income potential. **In 2018 the Country Office (CO) is planning to launch a face-to-face fundraising program for recruitment of new individual monthly (pledge) donors via automated SMS mechanism in order to ensure income growth, sustainable resources and increase of the individual supporters' file.**

What is Face to Face fundraising?

Face to Face (F2F) fundraising covers the following main techniques, all of which are used by UNICEF:

- Street fundraising, where the public is approached in the street by trained, branded fundraisers who solicit pledge donations.
- Mall/event fundraising (also known as private site fundraising), where the approach is as above but the location is different. Often, when working in these locations, display stands/exhibitions will be used to show more of UNICEF's work to the public.
- Business to business (B2B), whereby fundraisers go into the place of work of corporate partners to solicit donations from employees. This is similar to mall fundraising in execution.

II. Overall objective of the assignment.

UNICEF is seeking a **Fundraising Campaign Coordinator** to contribute to the successful implementation of the private sector fundraising strategy in Bulgaria. The Coordinator will contribute to the planning, development, implementation and coordination of a face-to-face fundraising program for individual pledge donations. The Coordinator will be part of the Fundraising team and will work under the supervision of the Fundraising Officer - Individual Giving and in close cooperation with the Resource Mobilization Officer and the Fundraising Associates. He/she will also provide support to the organization of fundraising events throughout the year.

III. Specific tasks of the assignment.

Main tasks include, but are not limited to:

1. Face-to-Face program coordination and monitoring of results.

- In close cooperation with the Fundraising Officer and Fundraising Associate develop a plan for implementation and launch of the face-to-face programme in Bulgaria.
- Assist in the development of internal documents and procedures for the establishment and management of the face-to-face programme.
- Monitor performance of facers and financial results from Face-to-face on a daily/weekly and monthly basis. Assist the preparation of monthly finance and evaluation reports against set KPIs, identify steps and measures for improvement when necessary.
- Join the facer teams in the street, monitoring, guiding, advising and improving their performance;
- Identify each facer's strengths and aspects that needs improvement, organize one to one meetings with facers whenever necessary, to improve their performance;
- Identify low performers and what are the causes for this, discuss measures for improvement in the FR team and implements them;
- Takes the necessary measures for long time low-performers: sets new targets, puts people on a trial period, coaches and guides them or informs them about ending their contract if efficiency does not improve after all measures have been taken;
- Observe, improve and take immediate action to correct unwanted facers' behaviour: not respecting the schedule, not announcing absences in time etc.;
- Organizes one to one discussions with facers, to find out what (de)motivates them and uses this information to take the necessary steps in order to improve facers' efficiency and retention in the programme.
- Organize weekly team meetings to discuss overall performance, results and goals.

3. Administrative support.

- Prepare working schedule on a weekly basis and distribute it to the fundraisers.
- Keep accurate data of working hours (street and office hours), number of pledge registrations by facer and certify weekly/monthly task reports;
- Make sure all necessary equipment and communication materials for the face-to-face campaign is distributed to the specific locations and collected in UNICEF's office on a daily basis.
- Make sure all facers who leave the job bring back their equipment in max. 3 days since their last day at work;
- Prepare and review facers' daily and weekly schedule;
- Actively search and identify spots for street fundraising and private sites for indoor fundraising and carries out the necessary steps for campaign implementation in the respective sites.
- Negotiate pro-bono space for the face-to-face campaign and establish long-term partnerships with shopping malls, business centres. Make sure the authorization from the municipality for outdoor face-to face activities, is received according to campaign needs.

4. Recruitment and retention of fundraisers.

- Assist in preparing the necessary materials to be used for job promotion and interviews, under the supervision of the FR Officer;
- In close cooperation with the HR Assistant, lead the recruitment process of new fundraisers – recruitment campaigns, preselection of candidates and group interviews;

- Prepare and implement a motivational plan for facers, according to their interests and specific improvement areas, in order to increase facers' retention in the programme;
- Build and maintain relationship with facers through strong internal communication - use social media, e-mail, chat apps for engagement.
- Build team spirit and enable facers' integration and proper interaction in the team.

5. Induction and training of new fundraisers.

- Participate in the theoretical and practical training of new fundraisers. Prepare training materials and make the necessary administrative arrangements (room booking etc.);
- Make sure that new fundraisers have all the necessary information and equipment to perform their job;
- Make sure that new fundraisers are integrated in the team and provide the necessary knowledge and support for them to carry out their activities;
- Guide, advise and monitor the new fundraisers during their on-the-job training period. Help them improve their approach / speech and performance.

6. Any other activities, upon requests and needs.

IV. Deliverables from the assignment.

1. UNICEF in Bulgaria Face-to-Face program is developed and launched by 1st September 2018.
2. Efficient support is provided to reach the fundraising target for face-to-face income from individual monthly donations by end of 2018.
3. Face-to-face financial results and individual performance are monitored on a daily basis. Timely and adequate actions are taken to improve results and reach the set fundraising targets.
4. Training programme for face-to-face fundraisers is developed and implemented.
5. Theoretical and practical training, mentoring and monitoring of new fundraisers is provided on monthly basis.
6. On-going face-to-face recruitment process is effectively supported and a team of 15 fundraisers is created and maintained.
7. Regular team meetings are conducted to discuss overall performance, results and goals on a weekly/monthly basis.
8. Administrative support is provided to the operation of the face-to-face programme (working schedule is prepared on a weekly basis and distributed it to the fundraisers; monthly performance/task reports of facers are reviewed and certified).

V. Timeframe and duration of the assignment.

The Coordinator will be hired for an initial period of 6 months (July – December 2018) with a possibility for extension in 2019 upon satisfactory work performance.

The Coordinator will have a flexible working arrangement - 40 working hours per week mainly outside UNICEF's office premises. The Coordinator should be able to work from home and work during weekends will be required.

VI. Required education, experience and competencies.

- University degree in marketing, communication, business administration, humanities or related field.
- Three years' professional work experience in event management, marketing, communications, PR or business development.
- Previous experience in private sector fundraising and face-to-face or in corporate social responsibility will be considered an advantage.
- Superior written and verbal communication skills.
- Fluency in Bulgarian language is a fundamental requirement.
- Fluency in English, both written and spoken.
- Flexible, proactive and creative person.
- Ability to work under pressure.
- Team player with a positive "can do" attitude.
- Results oriented.
- Analytical thinking.
- Previous experience with UNICEF is an asset.

VII. Remuneration and payment schedule.

The Coordinator will receive a monthly fee in accordance with the submitted and agreed with UNICEF financial offer. Payments will be made based on a written certification of timely and satisfactorily provision of the services provided every month.

Travel costs will be covered separately as per UNICEF rules and regulations.

VIII. Monitoring and evaluation of the assignment

The selected Coordinator will work under the direct supervision of the UNICEF Fundraising Officer – Individual Giving.