

TERMS OF REFERENCE

Fundraising Consultant

CONTRACT MODALITY Individual Consultancy

DUTY STATION Sofia, Bulgaria, Remote

DURATION OF CONTRACT 15 months

Purpose of Assignment

Fundraising Consultant will support the implementation of the Private Sector Plan 2023-2027, with a focus on the individual loyalty donors' programme. The consultant will have primary responsibility for developing and maintaining relationships with UNICEF's new and existing donors. This will include welcoming donors to the organisation and informing them of new or different ways to donate.

Scope of Work

The consultant is expected to perform the following tasks:

- Supports the implementation of fundraising campaigns and events for acquisition and conversion of private individual donors, increasing donors' retention, loyalty, and lifetime value by improving donor experience.
- Review and update the Individual donors' engagement plan and loyalty programme
- Update existing and create new donor communication materials.
- Plan, coordinate, monitor and implement telemarketing campaigns.
- Plan, coordinate, monitor and implement e-mail campaigns.
- Provide support for the implementation of digital fundraising campaigns.

Work Assignments Overview	Deliverables/Outputs	Delivery deadline to complete the deliverable
Review and assess donor engagement programme	Deliverable 1 Analysis and audit of UNICEF in Bulgaria Individual Donor Engagement and Loyalty Programme completed and initial findings and recommendations submitted	31.12.2026

Analyze donor lifecycle communications	Deliverable 2 Gap analysis of existing donor journeys and communication touchpoints completed	31.12.2026
Develop donor engagement strategy	Deliverable 3 Updated donor engagement and loyalty framework submitted, including nurturing and value-maximization journeys	31.12.2026
Develop donor welcome programme	Deliverable 4 Welcome donor journey package developed, including email, Viber and telemarketing materials	31.12.2026
Support implementation of seasonal fundraising campaign	Deliverable 5 Communication materials for Autumn Fundraising Campaign Q3 2026 prepared (email, Viber, telemarketing scripts and campaign briefing)	31.12.2026
Support implementation of acquisition TV fundraising event	Deliverable 6 Communication materials for TV Fundraising Event Q4 2026 prepared (email, Viber, telemarketing scripts and campaign briefing)	31.01.2027
Support implementation of seasonal fundraising campaign	Deliverable 7 Communication materials for Christmas Fundraising Campaign Q4 2026 prepared (email, Viber, telemarketing scripts and campaign briefing)	31.01.2027
Support implementation of seasonal fundraising campaign	Deliverable 8 Communication materials for Fundraising Campaign Q1 2027	30.04.2027

	prepared (email, Viber, telemarketing scripts and campaign briefing)	
Support implementation of acquisition TV fundraising event	Deliverable 9 Communication materials for TV Fundraising Event Q1 2027 prepared (email, Viber, telemarketing scripts and campaign briefing)	30.04.2027
Review donor feedback mechanisms	Deliverable 10 Donor satisfaction survey methodology reviewed and updated	30.06.2027
Develop donor conversion programme	Deliverable 11 One-off to pledge donor conversion journey package developed, including email, Viber and telemarketing materials	30.06.2027
Develop donor upgrade programme	Deliverable 12 Donor upgrade/value-maximization journey package developed, including email, Viber and telemarketing materials	30.09.2027
Develop donor retention programme	Deliverable 13 Donor retention and save journey package developed, including email, Viber and telemarketing materials	30.09.2027
Develop donor reactivation programme	Deliverable 14 Donor reactivation journey package developed, including email, Viber and telemarketing materials	30.09.2027
Support implementation of seasonal fundraising campaign	Deliverable 15 Communication materials for	30.09.2027

	Fundraising Campaign Q2 2027 prepared (email, Viber, telemarketing scripts and campaign briefing)	
Develop annual donor communication package	Deliverable 16 One-year donor nurturing and value maximization communication package developed, including 12 email and telemarketing touchpoints	31.12.2027
Support implementation of seasonal fundraising campaign	Deliverable 17 Communication materials for Autumn Fundraising Campaign Q3 2027 prepared (email, Viber, telemarketing scripts and campaign briefing)	31.12.2027
Support implementation of seasonal fundraising campaign	Deliverable 18 Communication materials for Christmas Fundraising Campaign Q4 2027 prepared and end-of-contract recommendations report submitted	31.12.2027

Payment Schedule:

Payment will be made on submission and acceptance of deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

Important Notes

- Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.
- The selected candidate is solely responsible for ensuring that the health insurance (and visa if applicable) required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment.

It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.

- UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

**QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES
(CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT**

Minimum requirements:

Education:

- Bachelor's degree in Marketing, Communications, or related field

Work Experience:

- Six years of practical professional work experience in Fundraising, Marketing and Communications with specific focus on donor/ customer care and support.

Knowledge/Expertise/Skills:

- Excellent communication, interpersonal skills, content creation and writing skills.
- Strong organizational, planning and coordination skills.
- Technical background and skills in the use of e-mail tools and mobile messaging applications.
- Strong analytical skills and attention to detail.
- Drive for results.
- Experience in reporting on qualitative and quantitative analytics.

Language Requirements:

- Fluency in Bulgarian
- Advanced level of English

Desirables:

- Previous experience in telemarketing would be an asset.
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