UNICEF in Serbia is seeking a qualified Team Leader for Face to Face Fundraising

Ref. Number: 515104

UNICEF in Serbia is seeking a Team Leader for Face to Face Fundraising. The duration of the assignment is from 1st September 2018 to January 2019.

The closing date for applications is **16 August 2018**. The detailed Terms of Reference can be found on [http://www.unicef.rs/radite-sa-nama/oglasi-za-posao/](http://www.unicef.rs/radite-sa-nama/oglasi-za-posao/).

Qualified candidates are requested to submit their application through [https://www.unicef.org/about/employ/?job=515104](https://www.unicef.org/about/employ/?job=515104).

The application must include the following:

1. Daily rate in RSD (all costs to be included e.g. health insurance, pension, usage of mobile phone),
2. Daily allowance cost for travel within Serbia in RSD (for overnight),
3. Daily allowance cost for travel within Serbia in RSD (without overnight, for more than 8 hours trip),
4. Transport costs per km (within Serbia, with all costs included).

*Important note: Incomplete applications will not be taken into consideration.*

Only short-listed candidates will be contacted. 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.

**Purpose of Activity/Assignment:**

The Private Sector Plan for Serbia, 2018-2020, focuses on growth of regular monthly income. Face-to-Face fundraising has been identified as a central technique for acquisition of regular monthly donors and therefore the office plans to expand this activity during the next period.

The face to face contractors are active at four shopping malls and there is a potential for their engagement at new locations.

UNICEF Serbia plans to engage 20 face to face individual contractors who will be present at five to eight locations, indoor and outdoor. Our plan is to recruit 3,960 pledge donors through this channel in 2018. To reach this goal, the office needs two Team Leaders.

Team Leader is required to secure the following activities:

- mentoring or the existing and new field Fundraisers,
- provision of administrative and logistics support to the project itself (communication with the banks, shopping malls, suppliers of visibility and communication materials for the field fundraisers),
- acquisition of new pledge donors,
- representing UNICEF, its vision and mission in a professional manner.
<table>
<thead>
<tr>
<th><strong>Start Date:</strong></th>
<th><strong>End Date:</strong></th>
<th><strong>Number of working days/months</strong></th>
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<tbody>
<tr>
<td>1 September 2018</td>
<td>January 2019</td>
<td>The consultants will be engaged on daily basis, maximum up to 150 days.</td>
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**Work Assignment Overview**

**Task 1:**
- Mentoring and supporting existing and new fundraisers in the field conveying the message of UNICEF programme activities. The consultant is expected to demonstrate continuous research and updating of knowledge through UNICEF website, social networking platforms, newsletters and through attendance at Team meetings.
- Communicating the importance of sustainable funding through the private sector (regular donors) for programme implementation and its positive impact on organizational costs.
- Collecting sensitive donor information and handling of same with the highest regard for confidentiality and information security.
- Follow instructions and procedures on how work is to be delivered; all relevant information must be reported and communicated to the Office.

The contractor is expected to spend 3 days per month on this task.

**Task 2:**
- Participation in the preparation and delivery of educational materials and communication materials to the existing and new team members. Support the education process and actively participate in the evaluation of written tests, role plays and giving constructive feedback.

The contractor is expected to spend 2 days per month on this task.

**Task 3:**
- Support the recruitment process of new face to face fundraisers through communication with faculties, HR agencies, student’s organizations for employment, drafting vacancy notices and advertising materials for attracting potential candidates.

The contractor is expected to spend 2 days per month on this task.

**Task 4:**
- Administrative support to Face-to-Face Fundraising project within the office, compiling and registration of the fulfilled pledge promises, inspection of validity of data entered and submission of the donors’ applications to the Fundraising Assistant. Adhering to work schedule and timely delivery and handover of all paperwork (timesheets, standing order forms, donor inquiries, etc.) to the Fundraising Assistant.

The contractor is expected to spend 4 days per month on this task.

**Task 5:**
- Control and monitoring of the work of face to face fundraisers through provision of guidance and support, quality control checkups. Work on recruitment of regular donors minimum 8 hours per week to recruit 0.5 donors per hour.

The contractor is expected to spend 10 days per month on this task.

**Deliverables:**

Monthly report which will incorporate the information on the tasks completed:
- # of education materials prepared and delivered to face to face fundraisers,
- # of training sessions conducted, # of new facers recruited, facers turnover per month, accurate and timely conduction of work tasks and handover of paperwork and communication materials;
- # of organizations/institution reached,
- # of new facers who applied for the engagement and # of facers successfully passed the test;
- # of new donors acquired by the team, average monthly donation, accurate and timely conduction of work tasks and handover of paperwork
- key findings on the team performance of the face to face fundraisers assigned to the contractor, maintain average monthly donation at minimum of 350 RSD per month and recruitment of a minimum of 0.5 regular donor in 1 hour.
- If the contractor achieves team performance with sign-up between 0.51 and 1 her/his monthly fee will be increased for 10%.
- If the signup rate for a team performance drops below 0.5 regular donor in 1 hour after one month period, the contractor will be put on a trial period for another month, when he/she should reach the target of 0.5. If the contractor does not reach / surpass the target within the trial period, her/his monthly fee will be reduced for 10%. In case the contractor does not reach the target within the following month period, her/his monthly fee will be reduced for 10% and her/his engagement with UNICEF will be discontinued.

- Monthly work plan to be agreed at the beginning of every month between the contractor and supervisor

The contractor’s work will be coordinated by the Fundraising Specialist in order to ensure there is no duplication of the tasks and the quality of content is produced for the achievement of the results. Individual contractors will be assigned each, to investigate specific content from UNICEF internal resources, particularly PFP platforms and through globally available peer to peer fundraising sources. Individual contractor will be assigned to support recruitment process of facers by investigating and visiting specific organizations, institutions each in order to attract the sufficient number of applicants for the engagement of facers.

**Timeframe:**
September 2018 – January 2019

**Minimum qualifications required:**
University degree, preferably in Social sciences, Marketing, Public Relations or Business Administration

**Knowledge/Expertise/Skills required:**
- Minimum three years’ experience in Peer to Peer sales and direct Marketing
- Experience in Face-to-Face Promotion and preferably Fundraising
- Understanding of UNICEF brand and general knowledge of UNICEF activities
- Understanding of marketing with ethical approach
- Eagerness to learn
- Excellent written, oral and interpersonal skills
- A goal-oriented self-starter who is able to be both a proactive leader and a hands-on participant in a collaborative work environment focused on achieving results
- Excellent skills to work in a team
- Ability to clearly communicate ideas and thoughts both verbally and in writing in Serbian and English language
- Solid computer skills in MS Office (Word, Excel) and experience of using a database for customer relationship management
- Ability to set priorities, meet deadlines and provide deliverables