



unicef
for every child

UNICEF in Serbia prioritizes efforts to effectively and efficiently improve children's health, nutrition, protection, education, early childhood and adolescent development. We focus on the most vulnerable children, reaching out with efforts to end discrimination. UNICEF supports the Government of Serbia, and works with governmental and non-governmental organizations, civil society, the business sector, and media to drive change for and with children and young people. To support the efforts of our Private Sector Fundraising Section, we are seeking to engage a:

Digital Fundraising Strategist

Requisition number: 569650 (March—Dec 2024, part-time, remote)

Digital Fundraising Strategist is a part-time consultancy within the UNICEF Serbia Private Sector Fundraising and Partnership section that will support UNICEF Serbia to maximize fundraising revenues through our digital channels, focusing on recruitment of regular monthly donors from the business sector.

Scope of work:

- Provide guidance and information on SEO and search term optimization, advise on strategic content creation and structuring, assist in framing and scoping the project, establish Key Performance Indicators (KPIs) and Objectives and Key Results (OKRs), optimize the portal, and implement strategic advertising initiatives. Additionally, offer support in CRM establishment and advise on sales and marketing funnel development, roles, and requirements.
- Project Phases: In the initial phase, which spans over one month, prepare a comprehensive plan and requirements document. This phase is crucial for setting a strong foundation for the project.
- Subsequent Phases: Following the initial phase, support the project by working 4 hours per week. This will include one weekly sprint meeting where we discuss the progress of the project, adapt to changing circumstances, and refine our approach as needed.
- Project Duration: Projects of this nature typically take between 3 to 6 months, with a potential to expand to additional 6 to 12 months.

Required qualifications:

- A university degree, or a high school diploma, which with an additional two years of qualifying experience may be accepted in lieu of a university degree.
- A minimum of 5 years of progressively responsible professional experience in digital fundraising or marketing is required.
- Proven track-record in delivering successful digital marketing strategies with demonstrated financial results.
- Proven project management skills delivering complex projects on time and on budget, with a strong knowledge of all the financial aspects of digital fundraising/marketing, including analysis of costs/income, ROI, conversion and attribution data and all other relevant KPIs.
- Experience with conducting audience research and insight projects are an advantage.
- Experience of working on analytics, digital attribution and campaign tracking projects is an advantage.
- Experience of working in an Agile environment will be highly desirable.
- Fluency in both Serbian and English is required.

How to apply:

Eligible candidates are invited to submit their application through the following link:

<https://jobs.unicef.org/en-us/job/569650/digital-fundraising-strategist>

The application must include a **financial proposal** as a separate document, providing the following information—hourly fee in RSD.

Deadline for applications: **25 February 2024**