

UNICEF AOTEAROA NEW ZEALAND

Position: **Content Engagement Specialist**
 Position Type: **Full Time**
 Closes on: **16 April 2021**
 Location: **Flexible Wellington or Auckland**

If interested, please send your CV and cover letter to
 Anastasia Potter at Anastasia@unicef.org.nz

Position Description

Position title	Content Engagement Specialist
Reports to	Campaign Manager
People in Team reporting Content Manager	N/A
The Integrated Marketing Team: Collabrative partnership	Demand Gen Manager Senior Business Analyst Digital Marketing Lead Social Media Manager Frontend Developer
Campaign Manager - Direct Reports	Content Strategist Content Specialist – DM
Key Internal Stakeholders	DED Child Rights and team Group Manager Fundraising BD – Corporate Partnerships BD – Philthanrophy
Employment status	Fulltime
Location	Wellington or Auckland
Hours of work	37.5 hours per week (flexible)
Position summary	A creative thinker with a donor-first mindset that has a deep understanding of storytelling formats and how to create compelling copy that drives donor acquisition, engagement and retention across multiple touchpoints. Solid understanding of integrated marketing tactics and expertise in developing a streategic approach to content for donor motivations/persona's and segmentation.

About UNICEF

UNICEF is the world's leading children's agency. We work in 190 countries to help children survive and thrive, providing clean water and sanitation, education, healthcare, nutrition, and child protection. We are mandated by the United Nations to advocate for the protection of children's rights, to help meet their basic needs and to help them to reach their full potential. Our mission is to create a better world for every child. We believe every child must be given the chance to become a productive member of society and must have the right to be heard.

UNICEF New Zealand is one of 33 National Committees working to raise funds for UNICEF's lifesaving work and to advocate for children's rights and wellbeing. With offices in Wellington, Auckland and Christchurch, we are small team of staff working in the areas of fundraising, communications, child rights, and international program quality, design, and contract management.

Vision

For Every Child, Everywhere, Every Chance to Thrive

Purpose

We grow the movement of people standing with us to save children's lives wherever they are; defend their rights and help them realise their potential

Our Values

Whakamanakitanga	We Care
Whakakaha	We never give up
Whakamahi	We get things done
Whakapono	We act with integrity
Whakarongoā	We listen, see, heal, reach out to you

Role Purpose

The Content Engagement Specialist will work with the content specialist and content strategist and other key staff with a focus on improving the retention and stewardship of donors through a range of innovative marketing and communication strategies. This role has a focus on delivering 360° customer journeys that both delight donors and maximise lifetime value.

Key Responsibilities

Key Accountabilities	Outcomes Required
1. Develop, implement and evaluate donor retention strategies to maximize retention of monthly donors and increase the value of the programme.	<ul style="list-style-type: none"> • Take ownership to develop and implement an end to end retention strategy for all monthly donors. • Reduce monthly attrition of monthly donors measured by agreed metrics through various strategies and communications based on the line and circle principles developed by UNICEF monthly donor specialists integrating online and offline channels. • Use data to identify critical impact moments and core purpose of messages, channels and audiences. • Develop and implement donor journeys for all pledge onboarding and ongoing comms. • Develop and implement donor journeys for potential legacy donors. • Work with the integrated marketing team to align campaigns with donor comms and identify synergies and opportunities.
2. Develop and implement an effective engagement communication plan as part of the retention strategy that will build stronger relationships and more committed donors.	<ul style="list-style-type: none"> • Develop and implement communications plan to build loyalty and engagement. • Write and prepare communication materials that include stories, quiz, photo essays, petitions and events. • Develop and implement donor journeys for reactivation and conversion. • Ensure communications fit in with UNICEF brand guidelines. • Develop EDM templates and modules for donor journeys. • Work with the integrated marketing team to develop an approach to donor journeys that utilises a multi channel approach including social and digital channels. • Implement an approach to CRM that reflects our bi-cultural brand guidelines.
3. Data driven results. Work with BI and CRM Manager to measure retention improvements which will include testing to optimize results.	<ul style="list-style-type: none"> • Work with team to develop testing Programme to optimize retention and engagement results • Monitor and evaluate the effectiveness of the donor retention activities and provide monthly reporting.

Other tasks as required	
Work across all segments	Deliver a great donor experience that makes donors feel valued, important, involved, making a difference and leading to improved loyalty and retention.

Education

A tertiary level qualification in a related field e.g. Marketing and or Communications Fundraising Specific education or training that is relevant to business and major donor fundraising.

Experience Required

Competencies, skills and experience required

- Qualification/experience in Direct marketing
- Demonstrated experience in writing donor communications
- Design and or photoshop experience preferred
- Digital marketing experience including supporter journeys
- Experience with email platforms (Mailchimp experience preferred)
- Understands personalisation and automation
- NGO experience and humanitarian values
- Understanding of integrated marketing and multi channel approach to comms

Personal attributes

- Highly motivated with “can do” attitude
- Proactive problem solver
- Team player
- Innovative thinker
- Detailed and accurate
- Honesty and integrity
- Initiative and good judgement
- Willingness to learn and take direction
- Well organised and good attention to detail