



Chief Strategic Engagement Officer

April 2024

About UNICEF Canada

UNICEF is a global agency that works tirelessly to ensure children survive, wherever children's lives are at risk. As part of the UN, we are active in 190 countries and territories, and are the world's farthest-reaching humanitarian organization for children. We are passionate about the well-being of children around the world. Our goal is to defend every child's right to a childhood, to keep them protected, healthy and educated.

UNICEF stands for every child, everywhere. We are guided by the 1989 Convention on the Rights of the Child, advocating for the protection of children's rights, helping to meet their basic needs, and giving them a fair chance to reach their full potential.

UNICEF Canada's MISSION: to mobilize and empower Canadians to invest in the positive transformation of every child's future.

UNICEF Canada is the official partner in Canada for UNICEF and is one of 33 UNICEF National Committees around the world. UNICEF Canada's 2022-25 Strategic Plan calls on the organization to reach a sustainable annual revenue of \$70 million and become the leading advocate for child rights with governments at all levels while increasing engagement and a sense of belonging for all people in Canada, to improve more children's lives globally.

For further background on UNICEF Canada and its strategic plan for 2022-2025, please see [here](#).

The Role

Role: Chief Strategic Engagement Officer

Reports to: President & CEO

Direct Reports: 3 Vice Presidents (with team of 35+)



Status:	Permanent; Full Time; Flexible-Hybrid role, with minimum 2 days in the office per week
Location:	Toronto, Canada (must be eligible to work in Canada)
Salary:	\$187,000 - \$215,000 CAD plus benefits

The Role

UNICEF Canada is seeking a driven, passionate, collaborative and results-focused Chief Strategic Engagement Officer (CSEO) to join the executive team. A multifaceted leader is needed who can navigate diverse fundraising landscapes, position the organization as a leading advocate for child rights and increase engagement from Canadians, to improve more children's lives globally.

In addition to a solid fundraising track record, this role requires a leader with expertise in digital marketing, brand and strategic communications. The CSEO is instrumental in positioning and furthering UNICEF's reputation, leadership, influence, and impact to engage and retain a diverse group of Canadian donors, supporters, volunteers, ambassadors and funders.

As a member of the Executive Team, the CSEO is integral in driving UNICEF Canada's 2022-25 Strategic Plan and annual operating priorities and is responsible for engaging a multi-departmental team to achieve KPIs within budget. Additionally, the CSEO serves as a key private sector engagement representative of the Canadian National Committee (UNICEF Canada) within UNICEF globally, actively participating in key initiatives focused on brand, campaigns and sustainable revenues.

A talented, inclusive and seasoned people leader, the CSEO reflects the values and desired behaviours of UNICEF Canada and is passionate about our mission. Leading a team of 35+, the CSEO is purpose-driven, collaborative and creative, drawing the best from their team to achieve collective goals.

Responsibilities

Revenue Generation (50%)

- Work closely with the VP, Development and VP, Individual Giving to drive opportunities to position UNICEF as a charity of choice and grow unrestricted revenues and grants to funding priorities.
- Act as the catalyst and visionary for fundraising campaign development, champion new markets through research, analysis, and consultation with the internal team and in partnership with the Program team.



- Work closely with VP, Development, to provide oversight to the development of major gift campaigns and solicitation strategies, corporation sponsorships, donor calls and at key stewardship events with team members for all \$1 million+ opportunities.
- Work to bring the entire team around a collaborative strategic brand, campaign and fundraising approach that enables the short-term and long-term achievement of goals and targets, including new business strategy, stewardship planning, and strong donor engagement tactics.
- Working with the Fundraising Committee Chair, lead the work plan, management and engagement of the Board Fundraising Committee.

Brand Leadership (20%)

- Lead strategic communications plan, working in tandem with the Director, Communications, to build the organization's brand in Canada and launch new campaigns and initiatives to reach new audiences.
- Be the internal champion for brand clarity, integration and institutionalization, working to maintain strict brand discipline, not just on usage, but on living brand vision and values.
- Work closely with the VP, Marketing and Communications to continue to evolve and execute the brand strategy for UNICEF Canada aligned to global standards and guidelines.
- Launch new, powerful creative campaigns to capture the hearts and minds of Canadians and key partner demographics.
- Oversee the recruitment and management of an organizational AOR that aligns campaigning efforts and furthers brand engagement metrics.

Strategic Leadership and Operational Planning (15%)

- Chart a 4+year line of sight for the organization's fundraising, supporter engagement and brand growth.
- Oversee the development, leadership and, through the team, the execution of the multi-year Joint Strategic Plan (JSP) and provide oversight for the Organizational and Operational Priorities for the team, ensuring integration across the organization.
- As a member of the Executive team, provide organizational leadership and decision making, and provide advice and guidance to the President and CEO and to Board members on fundraising, communications and marketing related issues.
- Build UNICEF Canada's profile and reputation within the UNICEF family and share best practices by playing an active role in our international forums.



- Reflect executive leadership values of:
 - Collaboration
 - Drive
 - Inclusive, meaningful team and partner engagement
 - Sophisticated political acuity and exceptional judgement and communication skills

People Leadership and Program Management (15%)

- Ensure integrity with our mission and values in all fundraising and strategic management activities.
- Develop effective, motivated individuals and teams to achieve common goals.
- Mentor and encourage individuals to develop strengths, and support opportunities to foster professional growth.
- Develop staff succession plans to ensure program continuity and audience focused engagement.
- Conduct individual and departmental annual goal setting, planning, and performance reviews as established by people management processes.
- Monitor organization-wide performance on fundraising, communications and marketing; develop and implement corrective actions.
- Ensure efficiencies are consistently evaluated and implemented with the oversight of all Strategic Engagement team budgets and staffing structures to ensure the maximum amount of money is remitted for children.
- Commit to creating a safe, inclusive and collaborative environment where all individuals feel valued, empowered and supported in reaching their full potential, regardless of their background or identity.
- Ensure team resourcing needs are evolving with the business requirements and for long term organizational goals aligned to budget.
- Ensure integrity with the organization's mission and values in all people-related activities.
- Anticipate the long-term implications/risk of decisions and plan for contingencies, anticipating obstacles and roadblocks.



The Candidate

Who you are:

You are a proven leader in the charitable sector, with a track record raising substantial funds that have positively transformed lives. You have extensive experience mobilizing Canadians to invest in charitable causes, from monthly pledges to 7 figure gifts. Your passion lies in motivating and leading large teams of highly, mission driven fundraisers. You bring a sense of hustle, can-do energy and drive to your work every day. You have the experience to lead a professional fundraising team and you infuse a sense of urgency to deliver results today, tomorrow and into the future.

Qualifications, Competencies & Skills

Fundraising, Marketing & Strategic Communications:

- Significant fundraising, communications and digital marketing experience at a senior management or executive level (12+ years).
- Proven track record in driving fundraising growth and revenue through various channels, with a results-driven mindset, including specific expertise in soliciting and stewarding donors within the \$1 million - \$10 million giving range.
- Creative and adept at utilizing traditional fundraising methods such as major gifts, annual giving, pledge, campaigns, etc., with a demonstrated ability to think innovatively and outside the box when developing fundraising strategies.
- Digital marketing expertise, with the ability to leverage digital platforms effectively for fundraising initiatives.
- Proficient in communications/marketing functions, capable of leading ambitious strategies for strategic communications.
- Ability to expand market share and mind share, launch impactful campaigns, and reach new audiences and influencer groups.

Leadership & Management:

- Reflect the values of UNICEF Canada, including working with respect and inclusiveness, collaboration, fostering a knowledge sharing and learning environment, and driving impactful results.
- Highly collaborative and seasoned people leader who fosters teamwork and brings out the best in their team members.



- Substantive experience motivating, supporting, and working with senior executives, volunteers and volunteer board members.
- Superior verbal and written communications skills, ability to convey big ideas with passion; strong public speaking skills; adapts communication style as appropriate.
- Experience supporting an organization's efforts in diversity, equity, inclusion and collaboration.
- Savvy influencer and negotiator who resolves conflict and navigates through contentious issues; adept at identifying and implementing risk management strategies.
- Experience managing key vendor or agency enterprise-wide relationships.

Key Qualities:

- Proven track record of results.
- A go-getter, team player, and a natural relationship builder both internally and externally.
- Highly intuitive, strategic and resourceful.
- Demonstrates strong decision making and judgment skills.
- Self-aware and committed to professional and personal growth for self and team members.
- Able to work in a fast-paced environment, and to effectively prioritize and multi-task; organized, detail-oriented, with strong follow through; excellent time management and organizational skills.

Other:

- Excellent computer skills are required, and experience with Raiser's Edge would be an asset.
- Fluency in English is required, and conversational French would be an asset.
- Must have the right to work in Canada.

Working at UNICEF Canada

Our charity is committed to diversity and inclusion within its workforce, and encourages qualified candidates from all national, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of our organization and pursue successful careers.



UNICEF's workforce is made up of different categories of staff reflecting various levels of responsibilities and duties. Each category of staff has its own requirements. All staff must share our organization's values of diversity and inclusion, integrity and commitment and meet our core employment competencies of communication, working with people and drive for results. These competencies are behaviours that are used to achieve desired results for UNICEF.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF is committed to promote the protection and safeguarding of all children. All selected candidates will, therefore, undergo rigorous reference and background checks, and will be expected to adhere to these standards and principles. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.

How to Apply

All correspondence, at this stage, should be via Oxford HR. To apply for this post, click on the "Apply" button on the job advert page, complete our online application form, and submit your CV and cover letter as two different documents, which should be prepared before applying as they will be considered in the application process.

The cover letter should be no more than two pages long and explain why you are interested in this post and how your skills and experience make you a good fit.

The document should be saved in PDF in the following format: Your First Name -Your Last Name-Document Name-Date (mmyy) e.g., Pat-Jones-CV-012024-UNICEF or Pat-Jones-CoverLetter-012023-UNICEF.

Timeline

Closing Date: 28 May 2024

First stage interviews: TBC

Final interviews: TBC

Selection process

All candidates will receive an update regarding their application after the closing date. We advise candidates to add the role email to their safe senders list and regularly check their spam folder.



Equality Statement

Equality and diversity are at the core of UNICEF Canada's values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

Queries

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please email at unicef-canada-cseo@oxfordhr.com in the first instance.

About Oxford HR

Exceptional leaders can inspire change and propel purpose-led organizations towards reaching their world-changing goals. Finding such leaders can be a challenge; and yet their transition into leadership is vital to an organizations mission and success.

Oxford HR is a global leadership consultancy dedicated to searching for and supporting remarkable leaders and teams in purpose-led organizations.

We understand the nuances of purpose-led leadership because we've worked in organizations across the breadth of the sector ourselves. We've also worked with such organizations since 1995; so we appreciate just what benefits impactful people can bring.