

PROPOSITION DEVELOPMENT MANAGER

Duration:	Permanent
Salary:	£45,000 per annum
Job Level:	4
Hours:	35 hours per week. Other flexible arrangements will be considered
Disclosure Level:	Basic. This role involves no direct contact with children
Team:	Proposition Development Team
Reports to:	Proposition Development Team Lead
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Proposition Development Team is a sub-team within the Programme Funding Operations which in turn sits within the Programme Impact & Partnership Assurance Department. The team works to ensure that UNICEF UK partners and supporters receive compelling, quality propositions, proposals and reports about UNICEF's work. We collaborate with Programmes Advisers, Grant Management and Partnership Managers to help deliver ambitious fundraising targets and impact for children.

ABOUT THE ROLE

As Proposition Development Manager you will play a crucial role in developing proposals and reports, and help to identify new and exciting ways to showcase UNICEF's work to corporate, foundation and philanthropic partners.

What we will expect you to achieve:

- Lead the development of quality written documentation to inspire and motivate high-level philanthropists and partners to support UNICEF's work.
- Synthesise technical materials from a range of sources and curate donor-friendly, brand consistent and audience specific resources. This includes creating partnership propositions and detailed programmatic proposals, including analysing, summarising and disseminating thematic reports, official statistics, and any other UNICEF international materials and/or official briefing packages as appropriate.
- Plan and manage a dynamic portfolio of work, with a range of projects with different deadlines for review, signoff and submission.
- Collaborate with key stakeholders to advance equity- and justice-centred storytelling, producing inclusive fundraising narratives aligned with EDI principles,

improving representation across content and strengthening resonance with diverse donor groups.

- Develop a strong, trusted relationship across the Partnerships & Philanthropy department and the International Programme Impact (IPI) team – UNICEF UK's technical and programme experts – to ensure proposals and reports include information relevant to the supporter's motivations and interests and always connecting this to strategy.
- Lead on specific projects/defined pieces of work for the Proposition Development team as required and agreed with the Proposition Development Team Lead.
- Support the Proposition Development Team's engagement in the planning and delivery of cross-departmental and cross-organisational, strategic initiatives.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

Effective Behaviours

Collaboration

- Work within and across teams to co-ordinate different inputs and requirements, to ensure proposals and reports are delivered to standard and to deadline.

Communication

- Communicate effectively with business-critical stakeholders and demonstrate active listening skills.

Analytics

- Use data and relevant information to interrogate and build high quality propositions and reports.

Efficiency and effectiveness

- Manage conflicting priorities to achieve objectives and deadlines and suggest simplifications to improve results.

Creativity and innovation

- Work to identify new and sector leading ways to share information and engage partners with UNICEF's programme work.

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.

Relevant Experience

- Writing to engage a specific audience and achieve a variety of outcomes, and adaptability to move between themes and topics at pace.
- Preparing visually engaging donor engagement and stewardship content.
- Working with multiple stakeholders in a large complex organisation, ideally in a global context.
- Managing competing priorities in a busy environment.

Specific Skills/Knowledge

- Proven ability to write persuasive and tailored copy, using appropriate tone of voice, for external audiences and/or business critical stakeholders.
- Skilled user of Microsoft Office and preferably design software such as InDesign.
- Strong project management skills with the ability to lead dispersed project teams, create compelling updates and reports and maintain toolkits of fundraising materials.
- Excellent numeracy and analytical skills to develop project budgets, present intended project outcomes and review project delivery and impact.
- Digital fluency, with strong skills in online knowledge management systems and digital platforms to organise, analyse, and share data for actionable insights.