



Digital Fundraising Internship

Title: Digital fundraising internship
Location: Médecins Sans Frontières
Dublin, Ireland
Candidates must already have the right to work in Ireland or hold a European passport

Terms and conditions of employment:

Paid at €11.50 per hour, minimum 35 hours per week, 9 months

Starting date: October 31st 2017

I - BACKGROUND

Médecins Sans Frontières (MSF) is a leading international independent humanitarian aid organisation dedicated to providing expert medical relief to vulnerable populations at times of conflict or disaster. In over 65 countries worldwide, MSF provides both life-saving emergency relief and longer-term assistance to make basic healthcare services available to the most vulnerable or excluded communities.

MSF's aim is to provide impartial assistance on the basis of need alone, regardless of ethnic origin, gender, creed or political affiliation. To maintain its independence from political interference, MSF relies on donations from individuals around the world for over 85% of its income. Unrestricted private funding allows MSF to respond swiftly during an emergency, treating those most in need quickly, whilst also adhering to our principles of impartiality, neutrality and independence.

Background

MSF exists to save lives, alleviate suffering and protect human dignity among populations in crisis throughout the world. MSF Ireland aims to contribute directly to that mission, by effectively and efficiently contributing to the resource requirements, financial, human and programmatic of the MSF movement.

MSF Ireland is an entity which is merged strategically, sectionally and associatively with MSF-UK. In the next five years, MSF will continue to build upon its presence in Ireland to become a widely recognised, accepted and respected humanitarian organisation among Irish audiences, and within the Irish humanitarian and political sector. This will enable the Irish office to continue contributing operationally to the MSF movement through the following:

- Providing financial support to MSF operations through private fundraising
- Providing institutional financial support to MSF operations
- Representing MSF to key stakeholders and decision makers in the Irish humanitarian and political sector

- Supporting operational human resource needs through the recruitment of Irish expats
- All of these activities will exploit existing synergies arising from the closeness of the UK and Ireland.

II - POSITION WITHIN ORGANISATION

The candidate will support and report to the Digital Fundraising & Marketing Coordinator

III - OBJECTIVE OF THE POSITION

The role will be to provide daily support to online fundraising campaigns and the website maintenance. The digital fundraising intern will help with a range of digital campaigning tasks to help maximise income from online channels, including the recruitment of new supporters and the development of relationships with existing supporters. He/she will gain a lot of experience in digital fundraising and learn a variety of skills.

The digital fundraising intern will assist the Digital Fundraising & Marketing Coordinator in the overall maintenance and improvement of best practice regarding the digital marketing channels. He/she will support the implementation and development of an evolving digital marketing strategy in order to maximise income from online channels, including the recruitment of new supporters and the development of relationships with existing supporters.

The successful candidate will gain experience in all aspects of NGO fundraising work and will be treated as a full member of the team.

Reports To: Digital Fundraising & Marketing Coordinator

Works closely with:

- Digital Fundraising & Marketing Coordinator
- Head of Fundraising, MSF Ireland, to ensure fundraising objectives are being met
- Communications Manager, MSF Ireland, to ensure communications objectives are being met

IV - ACTIVITIES

The main duties will be:

- To help implement and develop an evolving digital marketing strategy in order to maximise all digital marketing channels and content, ensuring it is integrated with offline communications, fundraising initiatives and campaigns.
- To research and identify opportunities to engage with online influencers and distribution.
- To support research into site visitors, user journeys and navigation.
- To set up a monthly eNewsletter and agree on stories with the Communication Manager.
- To work with colleagues in fundraising to provide online support to fundraisers/events, challenges and third parties.
- To support website maintenance with SEO auditing and content editing.
- To help develop web advertising campaigns (display), from initial brief through copy and design development to final delivery.
- To coordinate the media planning and booking of web advertising campaigns, working with internal colleagues and external agencies to maximise ROI from individual and regular donations

- To support the management of paid search engine promotion to drive traffic and maximise the number and value of individual and regular donations made online, meeting expenditure and income targets.
- To coordinate day to day relationship with external actors (editors, developers, web and donation platform providers, tech support) relating to online channels
- To produce detailed analysis and regular reporting on all digital marketing and communications activity
- To keep up to date with industry innovation and development, testing new channels, content and messaging where possible to ensure that the correct mix is implemented

V - SKILLS AND EXPERIENCE

- Educated to degree level and qualification in digital marketing
- Genuine interest in and commitment to the humanitarian principles of MSF
- Demonstrable ability to support management of digital channels (PPC, display, Google Tracking, SEO, etc.) and best practice of same
- Fluent spoken and written English with strong writing and proofreading skills
- Strong analytical and reporting skills
- In-depth knowledge of the web, online technologies and social media
- In-depth understanding of content management systems, HTML coding, Photoshop, audio-video and SEO software (desirable)
- Proven track record of project management (from concept through to analysis)
- Attention to detail and flair for creativity
- Willingness and ability to manage administration
- Strong organisational skills, reliable and self-motivated with the ability to work independently
- Flexible team member ready to adapt to the needs of the team

Candidates must already have the right to work in Ireland or hold a European passport.

Deadline for applications: October 18th 2017

Interview dates: TBD

Please submit all applications only by email to: recruitment@dublin.msf.org stating "Digital Fundraising Internship" in the title.

Please submit your CV and cover letter and name the files with your family name.

Your **covering letter** is the most important part of your application. It should be used to tell us how you meet the selection criteria listed on the person specification. **Please ensure your covering letter is no more than 2 pages long** (2 sides of A4).

- Only short-listed candidates will be contacted –