



## Digital Fundraising Internship

**Title:** Digital Fundraising Internship  
**Location:** Médecins Sans Frontières / Doctors Without Borders (MSF)  
Dublin, Ireland  
Candidates must already have the right to work in Ireland or hold a European passport

**Terms and conditions of employment:**

Paid at €11.70 per hour, minimum 35 hours per week, 9 months

**Starting date:** August 2018

### BACKGROUND

Médecins Sans Frontières / Doctors Without Borders (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 70 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 coming 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.

### **POSITION WITHIN ORGANISATION**

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

### **OBJECTIVE OF THE POSITION**

The right candidate will be passionate about all things digital, and 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. The intern will also support with maintenance of the website. 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 digital 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
- Senior Fundraising Manager, MSF Ireland
- Communications Manager & Press Officer, MSF Ireland

### **MAIN DUTIES**

- To help develop and implement 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 conduct analytical research into site visitors, user journeys and navigation.
- To support the development of content for a monthly eNewsletter and agree on stories with the wider team in a timely manner.
- To provide online support to fundraisers/events, challenges and third parties.
- To support website maintenance, content audits and creation.
- To help develop web advertising campaigns (social and display), from initial brief through copy and design development to final delivery and reporting.
- To leverage paid search engine promotion to drive traffic and maximise the number and value of individual and regular donations made online.
- To assist with day to day relationship with external actors (editors, developers, web and donation platform providers, tech support) relating to online channels
- To produce a detailed monthly analysis on all digital fundraising 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

## 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 Analytics, 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 at least one content management system (CMS) and basic Photoshop skills.
- Ability to think creatively, identify and resolve problems.
- Attention to detail and the ability to effectively multi-task in a deadline driven team.
- 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 wider team.

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

Deadline for applications: July 13<sup>th</sup> 2018

Interview dates: W/C July 23<sup>rd</sup> 2018

Please submit all applications only by email to: [recruitment@dublin.msf.org](mailto: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).