



## MEDECINS SANS FRONTIERES/DOCTORS WITHOUT BORDERS (MSF) IRELAND

### JOB DESCRIPTION

**Job Title:** Digital Marketing Coordinator

**Department:** Fundraising

**Reports to:** Senior Fundraising Manager

**Responsible for:** Digital Fundraising Intern

**Hours:** 40 hours per week

**Location:** Dublin

**Duration:** Permanent

**Salary Grade:** 3.1

**Salary:** €41,766.15 per annum

### MÉDECINS SANS FRONTIÈRES

Médecins Sans Frontières/Doctors Without Borders (MSF) provides life-saving emergency relief and longer-term medical care to some of the most vulnerable and excluded communities around the world. As an independent medical humanitarian organisation, we deliver care based only on need, irrespective of race, religious ideology or political affiliation.

MSF relies on donations from private individuals and organisations for the majority of its income. This private funding gives MSF the freedom to respond where the need is greatest and speaking out publicly when we witness acts of violence and unacceptable suffering, free from any political interference.

MSF has around 40,000 staff working in over 70 countries, in some of the most challenging places in the world. Our medical humanitarian projects are supported by teams in 32 countries, including Ireland, spread across Europe, North and South America, Asia, Africa and Australasia.

At MSF UK/IE, we support our projects by building relationships with our supporters, increasing awareness of our work, raising funds, providing specialist medical expertise, catalysing change on medical humanitarian issues, and recruiting staff for field operations. Our personnel are dynamic, hard-working, enthusiastic and committed to MSF's values and aims.

### MÉDECINS SANS FRONTIÈRES (MSF) IRELAND

The Irish office works in a highly integrated manner with MSF UK, and is focused on the core activities of fundraising, recruitment, representation and awareness-raising of our mission among the Irish public. The Dublin office is staffed by 12 full-time employees and 2 interns.

### ABOUT THE DIGITAL TEAM

The digital marketing team is responsible for all aspects of MSF Ireland's digital output; creating content, campaigns, platforms and initiatives designed to result in improved user engagement and journeys; which in turn amount to higher donations, applications and awareness.

The team of two works cross-departmentally in the Irish office and very closely with a wider digital team in MSF UK.

Typical projects include working with the fundraising team on acquisition, retention and emergency campaigns, human resources on recruiting specific staff for international projects or communications as major news stories break or on advocacy and campaigning.

## **JOB PURPOSE**

The Digital Marketing Coordinator is responsible for implementing and developing an evolving digital marketing strategy to maximise meaningful engagement and therefore digital conversions to meet Fundraising, Communication/Advocacy and HR objectives.

A large focus sees the role holder working closely with the fundraising team, devising digital components that enable us to engage positively with potential audiences and developing strong relationships with existing supporters. Income from online activity has seen steady growth over the past number of years and this role will be key in maintaining and growing this potential even further.

In addition, the role will also work across the wider office, working closely with the communications team on implementing MSF Ireland's digital communications strategy and supporting the human resource team as they strive to improve the number of high-quality candidates applying through the website.

## **MAIN DUTIES AND RESPONSIBILITIES**

- Develop, contribute to and implement evolving digital fundraising, HR and communication strategies and campaigns with the relevant team to ensure their success
- Introduce and manage optimisation initiatives, working towards stronger conversion rates and increasing return on investment from new and current supporters.
- Take responsibility for ensuring that all online conversion routes work effectively, swiftly solving them if they fail
- Liaise with and where necessary, advise on appointment of a diverse mix of suppliers, partners and agencies; ensuring projects are delivered within brief, on budget and on time
- Develop, contribute to and implement office-wide projects to develop and improve all supporter journeys across Fundraising, HR and Communications.
- Project management of specific web and digital projects.
- Manage the allocation of budget across all digital marketing channels (e.g. Paid Search, SEO, Display, Email) to maximise income. Monitoring ROI and reacting accordingly
- Responsible for publishing digital content and maintaining MSF Ireland's websites
- Responsible for the development of campaign specific digital media materials including design and production of video, infographics etc.

### **Analysis and research:**

- Monitor and report on digital results using a range of analytical tools (especially Google Analytics), advising on and implementing improvements where evidence suggests results can be improved
- Conduct a wide range of qualitative and quantitative research, forming a base of evidence for projects and campaigns
- Make recommendations that feed in to MSF Ireland's ambition to identify new opportunities online (primarily in digital fundraising), helping MSF Ireland innovate where necessary
- Develop effective online donor journeys by identifying digital personas, mapping the customer journey and improving user experience.

### **Planning, organising and support:**

- Make effective use of various CMS systems (msf.ie currently uses Drupal and Umbraco/Braintree) to create content and donation journeys which convert
- Provide expert digital support and advice to other departments in MSF Ireland and MSF UK
- Be an active member of the international MSF digital marketing working groups,
- Keep up to date with the digital sector generally, including but not exclusive of digital marketing, social media, web design and UX

*Please note that this list is indicative of the key responsibilities of this role but is by no means exhaustive. MSF is an emergency organisation and a 'Can do' attitude and flexibility to take on other related tasks is essential. This job description does not form part of the contract of employment.*

### **PERSON SPECIFICATION (qualifications, experience and skills required):**

#### **Essential:**

- Proven experience (2-3 years) of digital marketing and its channels (in the not-for-profit sector beneficial)
- Proven track record of income generation via digital channels
- Solid experience of using Google Analytics and the ability to analyse results and recommend improvements
- Experience of using content management systems
- Experience using email marketing platforms
- Ability to work independently, as part of a team and interdepartmentally
- Ability to manage small projects and their stakeholders and external partners
- Confident liaising with a range of small external suppliers, partners and agencies
- An awareness of digital fundraising best practices sector developments
- Good interpersonal, team-working and negotiation skills
- Strong organisational skills with the ability to carry out different tasks simultaneously and to prioritise time and resources accordingly whilst maintaining an overview of all activity
- Fluency in written and spoken English
- Strong copy-writing and proof-reading skills
- Confident and courteous telephone manner
- Ability to meet and prioritise multiple deadlines and work independently as part of a multi-disciplinary team in fast-paced, high-pressure environment
- Commitment to the aims and values of Médecins Sans Frontières
- Excellent organisational and project management skills with the ability to carry out different tasks simultaneously whilst maintaining an overview of all activity
- Creative problem solver with meticulous attention to detail and a willingness and ability to manage administration

#### **Desirable:**

- Experience using Google Ad Words and Google Tag Manager
- HTML editing skills; digital production skills e.g. photo editing
- Knowledge of user experience design and their tools (Hotjar, Invision and Google Optimise as examples)
- Knowledge of social media channels and best practice

**Candidates must hold an appropriate passport or permit to work in Ireland**

## **CURRENT BENEFITS AT MSF UK AND IRELAND:**

### **SALARIES**

MSF UK & Ireland pays the salaries into the bank account on the 30<sup>th</sup> of each month.

### **FLEXITIME SCHEME**

MSF UK & Ireland operates flexi time. The daily requirement for full time staff is to work 8 hours with core hours between 9.30am-5.00pm and flexi time periods between 8.30am – 9.30am and 5.00pm-6.00pm.

### **ANNUAL LEAVE**

The MSF UK & Ireland holiday (annual leave) year runs from 1st January to 31<sup>st</sup> December. Annual entitlement for full-time staff is 28 days per year in addition to Irish bank holidays (pro rata for part-time)

### **SICK LEAVE**

On completion of the probationary period, employees of MSF UK & Ireland receive additional benefits through our Group Income Protection Scheme and Group Life Scheme.

### **PENSION PLAN**

On completion of the three-month probationary period employees of MSF UK & Ireland will be enrolled into MSF UK/IE's Group Personal Pension Scheme. MSF UK/IE will make an employer contribution equivalent to 10% of the employee's gross salary. In addition, employees are encouraged to make employee contributions.

### **DEVELOPMENT OPPORTUNITIES**

MSF UK & Ireland has an annual performance review process in place during which individual development needs are discussed and training needs identified.

## **HOW TO APPLY – THE RECRUITMENT PROCESS**

### **Timetable:**

- **Closing date for applications: 26<sup>th</sup> July 2019**
- Interviews: week commencing 5<sup>th</sup> August 2019
- Start date: 9<sup>th</sup> September 2019

### **To Apply**

If you are interested in this position, **please send your CV and a letter of motivation** explaining how your skills and experience relate to the person specification to:

**E-mail:** [Recruitment@dublin.msf.org](mailto:Recruitment@dublin.msf.org)

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*. Draw particular attention to experience, skills, achievements and knowledge gained in past employment or other activities which are relevant to the job. It may be easiest to use the headings relating to the requirements detailed in the person specification and demonstrate how you meet them. **Please ensure your covering letter is no more than 2 pages long** (2 sides of A4).

As we receive a large number of applications for our advertised vacancies we are unable to respond to those applicants who have not been shortlisted and we apologise for this in advance. If you do not hear from us within a week of the closing date, please assume that you have not been shortlisted.

Enquiries about the position to: Audrey Jones, Senior Fundraising Manager, MSF Ireland, Ph: +3531 6603337