

JOB TITLE:	Digital Marketing Coordinator
DEPARTMENT:	Fundraising
HOURS:	37.5 hours per week
REPORTS TO (JOB TITLE):	Head of Fundraising
LOCATION:	Dublin, Ireland
DURATION	Permanent
SALARY GRADE	14.1
Salary	€50,932.62

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.

DIMENSIONS

Reports To: Head of Fundraising

Works closely with:

- Digital Marketing Intern
- Head of Fundraising, MSF Ireland
- Fundraising team
- Communications Manager & Press Officer, MSF Ireland
- Digital team in MSF UK

CONTEXT

The role reports to the Head of Fundraising and works closely with Individual Giving Manager and Data Analyst, as well as external agencies to ensure integration and timely delivery of campaigns.

The role of DMC is primarily fundraising focused, however it also supports communications, advocacy and human resources.

ACCOUNTABILITIES

Develop and implement evolving digital fundraising, HR and communications strategies and campaigns

Monitor and report on digital results using analytical tools

Develop and optimise online donor journeys

Make effective use of the CMS to create content and feed into donor journeys

Liaise with third-party agencies to create and monitor search and display advertising campaigns

Responsible for publishing digital content and maintaining MSF Ireland's website

Responsible for the development of campaign specific digital media materials including design and production of video, infographics etc.

Responsible for email newsletters and email marketing

Responsible for paid and organic activity across social media platforms

KEY PERFORMANCE INDICATORS

Online donation statistics, including one-time gifts and regular gifts

Website traffic, engagement, and conversion statistics

Identification of donor personas, mapping donor journeys and improvement of donor experience

Email open rates and conversions from email

Social media engagement rates and conversions from social media

Ensure all content is correct, website is up to date and that donation funnel and all links are fully function

CHALLENGE & CREATIVITY / DECISION-MAKING

Managing the allocation of budget across all digital marketing channels while ensuring optimum ROI.

Monitoring campaigns and implementing changes when/if required.

Develop and implement initiatives to improve supporter journeys across Fundraising, HR, Communications & Advocacy.

Manage optimisation strategies to improve conversion rates and increase return on investment.

KNOWLEDGE, SKILLS & EXPERIENCE

4 years of digital marketing across all platforms

Proven track record of income generation via digital channels

Experience using content management systems

Experience of GA4 and ability to interpret the results and make recommendations

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

COMPETENCIES

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 multidisciplinary team in fast-paced, high-pressure environment

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

Other information - Only short-listed candidates will be contacted

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

Please apply on our website by submitting a copy of your CV together with a letter of motivation by the closing date. 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).

MSF IE is an equal opportunities employer. We are committed to diversity and creating an inclusive environment for all employees. We encourage applications from all sections of our diverse community. Please can you complete our anonymous Equity, Diversity & Inclusion form [here](#) .

Closing date: 31 May 2024

Interview dates: week commencing 10 June 2024