



Digital Marketing Intern Role Description

JOB TITLE:	Digital Marketing Intern
DEPARTMENT:	Fundraising
Hours:	35 hours per week
REPORTS TO (JOB TITLE):	Digital Marketing Coordinator
Location:	9 Baggot St Upper, Dublin 4, Ireland
Duration:	9 months
Salary Grade:	Intern
Salary:	€14.80 per hour
Starting Date:	4 June 2024

JOB PURPOSE

MSF Ireland has achieved significant growth in recent years, with private income increasing year-on-year through emergency appeals and other fundraising activities. MSF is set to build on this success, with a focus on the continuation and scaling up of existing fundraising activities such as emergency appeals, recruitment and retention of regular donors, major gifts programme and a new mid-level donor programme.

The Dublin office is currently staffed with 18 posts, including support from office volunteers and interns

The Digital Marketing Intern will assist the Digital Marketing Coordinator in the overall maintenance and improvement of best practice regarding the digital marketing channels.

The right candidate will be passionate about all things digital and will help with a range of digital campaigning tasks to help maximize 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.

DIMENSIONS

Reports To: Digital Marketing Coordinator

Works closely with:

- Digital Marketing Coordinator
- Head of Fundraising, MSF Ireland
- Wider Fundraising team
- Communications Manager & Press Officer, MSF Ireland

CONTEXT

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, regardless of ethnic origin, gender, religion 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 local and international 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 the UK and 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. MSF UK/IE personnel are dynamic, hard-working, enthusiastic and committed to MSF's values and aims.

ACCOUNTABILITIES

- 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 and fundraising initiatives and campaigns.
- 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 support website maintenance, content audit 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 manage social media platforms with a view to increasing engagement, building MSF's online presence and increasing donations.
- 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

KEY PERFORMANCE INDICATORS

- Website traffic and conversions
- Social media engagement statistics
- Email newsletter engagement rates
- Funds raising across all digital platforms
- Data acquisition

KNOWLEDGE, SKILLS & EXPERIENCE

- 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
- Analytical and reporting skills
- Interest in content generation
- Knowledge of the web, online technologies and social media
- 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.

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: 2 May 2024

Interview dates: w/o 6 May 2024