

## Médecins Sans Frontières Australia

### Job Description

<b>Position:</b>	<b>Digital Content and Marketing Volunteer</b>
<b>Location:</b>	<b>Sydney (Broadway)</b>
<b>Reporting to:</b>	<b>Digital Marketing Coordinator and indirectly Senior Digital Marketing Specialist</b>
<b>Supervising:</b>	<b>Nil</b>
<b>Status:</b>	<b>Voluntary – 10 hours per week, flexible</b>

### Organisational Context

Médecins Sans Frontières Australia is one of 23 national sections of Médecins Sans Frontières committed to delivering medical-humanitarian aid to populations in crisis in over 71 countries. Médecins Sans Frontières delivers medical humanitarian aid based on need alone.

Médecins Sans Frontières operates independently of any discriminating factors including political, religious or economic allegiances and irrespective of race, religion or gender. Médecins Sans Frontières is committed to expanding and improving the medical humanitarian care it offers to its beneficiaries and to remain independent.

### Position Overview

Médecins Sans Frontières Australia and New Zealand has a diverse digital marketing program that encompasses donor acquisition, donor retention, and brand awareness.

The position provides support to the Digital Marketing Team and sits within the Individual Giving team of the Fundraising department. The primary success measure for this position is the completion of nominated tasks including the ability to successfully research, write, edit, design and produce content for digital fundraising purposes.

### Key Tasks & Responsibilities

- Produce content for supporter communications and marketing campaigns across key digital channels including email and social media. Content production includes research, copywriting and editing and may also include EDM and landing page creation.
- Design and create digital fundraising collateral, including but not limited to digital banners and social media assets within the scope of Médecins Sans Frontières' brand guidelines.
- Ensure adherence to copy quality control processes (including version control and proof reading) and strong adherence to Médecins Sans Frontières' brand and language style guidelines.

- Undertake ad-hoc tasks to support the objectives of the fundraising team

## **SELECTION CRITERIA**

### **Essential Criteria**

- Strong writing and editing skills, with demonstrable experience
- Solid graphic design skills and experience using Adobe Photoshop, Illustrator, and InDesign
- Strong attention to detail
- Understanding of digital media / general digital literacy
- The ability to build strong relationships quickly and to work both independently and within a team
- Ability to multitask and balance urgent requests with longer-term projects
- Excellent communication skills

### **Desirable Criteria:**

- Experience using a content management system such as Drupal
- Experience using email marketing software such as Vision 6
- Experience editing videos using Adobe Premiere Pro
- Experience using Facebook Ads Manager
- Knowledge of Médecins Sans Frontières and its work

## **Applications**

Applications **MUST** address individual selection criteria. You should also write a cover letter indicating why you want to work for Médecins Sans Frontières Australia and attach a copy of your CV.

Please note that a criminal record check may be required as part of the selection process. Applicants with criminal records will not automatically be ineligible for the position they are applying for. Médecins Sans Frontières Australia has a Child Protection Policy in place and all employees are required to comply with this policy.

Médecins Sans Frontières Australia is committed to creating an inclusive workplace for all our staff. We believe that a diverse team helps us better serve those most in need, and we encourage people from a wide range of backgrounds to apply for this role, including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse (CALD) backgrounds and people with disabilities. People with a disability can request support from our Domestic HR Department if you think you may require reasonable adjustment during the recruitment process.

Applications close: 3<sup>rd</sup> October 2021

Applications and enquiries to Email: [officerecruitment@sydney.msf.org](mailto:officerecruitment@sydney.msf.org)