**Médecins Sans Frontières Australia**

**Job Description**

**Position: Digital Marketing Officer**

**Location: Sydney (Broadway)**

**Reporting to: Direct Marketing Manager**

**Supervising: Nil**

**Status: Full time / fixed term contract (3 and half months)**

**Contract period: 13 September 2017 – 5 January 2018**

**Organisational Context**

Médecins Sans Frontières is the world’s leading independent organisation for medical humanitarian aid. We offer medical assistance to populations in distress, to victims of natural or man-made disasters and to victims of armed conflict, without discrimination and irrespective of race, religion, creed or political affiliation.

Because we wish to remain independent 100% of our budget comes from private sources. Every day more than 24,000 Médecins Sans Frontières field staff are providing assistance to people caught in crises around the world. We have offices in 19 countries supporting these teams, including our office in Sydney.

Médecins Sans Frontières is committed to expanding and improving the medical-humanitarian care it offers to its beneficiaries. The fulfilment of this objective is dependent on the Fundraising Team meeting its substantial growth targets and the protection, preservation and promotion of the Médecins Sans Frontières brand in Australia.

# Overall Responsibility

The Digital Marketing Officer fills a supportive role in the Direct Marketing Team. The primary role of the Digital Marketing Officer is to provide day-to-day support on digital projects, working with the Digital Marketing Coordinator and the Direct Marketing Manager. This position will implement digital fundraising and marketing campaigns to attract Field Workers.

The responsibility for all fundraising and marketing ultimately lies with the Direct Marketing Manager who reports to the Head of Fundraising.

The primary success measure for this position is the successful co-ordination and completion of nominated tasks.

In addition, non tangibles including maintenance of brand integrity and relationships with project stakeholders are also vital to the successful fulfillment of the role.

**Main Tasks / Duties**

* Work under the supervision of the Digital Marketing Coordinator and the Direct Marketing Manager on nominated projects.
* Assist with creating and maintaining positive donor relationships in all donor communications.
* Ensure all work complies with Médecins Sans Frontières brand and copy guidelines.
* Work with the Data Team to facilitate data extraction and ensure correct coding of donations.
* Brief the Service Centre on digital activity.
* Work with the Finance Department in requesting purchase orders, managing project budgets and ensuring invoices are paid.
* Cover the work of other members of the Direct Marketing team when requested.

**Project Management**

* Attend and record outcomes from all relevant project meetings.
* Maintain all relevant project documentation including; feeding in to digital aspects of weekly Work in Progress (WIP) documents, timelines, feedback documents and meeting outcome documents.
* Provide regular and ad hoc reports of digital activity as required.
* Apply a high level of diligence and attention to detail to all tasks including those relating to quality control and data verification process.
* Prepare individual correspondence for complaint responses in relation to supporter activity.
* Deliver tasks on time.

**Library**

* Maintenance of electronic records of projects undertaken.
* Share digital projects on various internal platforms.

**Copy and design**

* Participate in the development of copy and design for nominated projects.
* Record copy and design feedback and document it.
* Assist with image selection and brand compliance.
* Ensure adherence to copy quality control process (including version control and proof reading) as directed by the Coordinator positions or other relevant staff member.
* Be familiar with the Médecins Sans Frontières image database and be able to navigate and select appropriate images when requested.

**Data and Reporting**

* Extract, manipulate and upload data as required for email marketing campaigns.
* Ensure adherence to data control process as directed by the Coordinator positions or other relevant staff member.
* Run accurate reports from donor database and Google analytics.
* Request, receive, interpret and file digital campaign results from suppliers.
* Check data segmentation briefs, mail and email files and live samples of print appeals.

**Online**

* Participate in the development of online components for designated projects.
* Set up, test, schedule and send email marketing campaigns, ensuring tracking and analytics tagging is in place.
* Create search engine optimised content and landing pages for fundraising and recruitment campaigns.
* Set up and monitor display advertising campaigns, ensuring tracking and analytics tagging is in place.
* Set up and monitor search engine marketing campaigns.
* Contribute to social media campaigns to support direct marketing activity.
* Adhere to quality control processes, such as checklists and data verification.
* Ensure all campaigns are branded appropriately.

**Financial scope**

* To assist with the adherence to direct costs as per project budgets.
* To assist with reaching project income targets.
* Raise and record purchase orders and keep financial records.

**Compliance**

* Ensure that all work undertaken meets legislative and regulatory compliance, including Trade Practices Act 1974, various state and territory fundraising legislation and other as appropriate.
* Ensure work undertaken is compliant with National Privacy Principles.
* Ensure all work produced is in accordance with Médecins Sans Frontières Australia financial accountability processes.
* Any other relevant compliance regimes including OHS.

**Other**

* Contribute positively to team cohesion.
* Undertake such other fundraising related tasks as may be required.
* Keep abreast of the latest trends, strategies, results and best practice digital fundraising programs.

**Travel**

* This position may be required to undertake interstate travel.
* It is unlikely this position will be required to undertake international travel

**Selection Criteria**

**Essential Criteria**

* Excellent communication skills including writing and proof reading.
* Exceptional attention to detail.
* Superior time management skills and ability to deliver to deadlines.
* Creative thinking and solution focused problem solving ability.
* Excellent Excel spreadsheet and word processing skills.
* Ability to work in a team and foster team spirit.
* Willingness to learn new skills and participate in training.
* Must have the right to work in Australia.

### Desirable Criteria:

* Previous experience or qualification in digital marketing.
* Experience using a content management system and email marketing software.
* Knowledge of Médecins Sans Frontières and its work.
* Fundraising experience.
* Exposure to the NGO environment.
* Knowledge of design software such as Adobe Creative Suite.
* Experience in dealing with suppliers.

**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 will 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 (which is available on our website).

**Email:** office.recruitment@sydney.msf.org

**Closing date: applications will be reviewed as soon as they come in, please apply as soon as possible.**