



Job description: Digital Fundraising Specialist

About MSF:

Doctors without Borders (MSF) Southern Africa is a global network of principled professionals who specialise in medical humanitarian work driven by our common humanity and guided by medical ethics. We work together in teams, small and large, to respond to the medical needs of people affected by conflict, disasters, epidemics, and those excluded from healthcare.

Doctors Without Borders team members are on the ground, working directly, every day. We bear witness and describe what is happening, to raise awareness about the experiences of the people we assist and the situations where we work. We alert the public to emerging crises, acute emergencies, and serious challenges, such as lack of access and exclusion from healthcare and to mobilise support for MSF's work and social mission, provoking change. Today, MSF is present in more than 70 countries, where thousands of MSF doctors, nurses, logisticians, water and sanitation experts, and other medical and non-medical professionals work together to bring essential health services to people caught in humanitarian crises. MSF South Africa is in Johannesburg with an office in Cape Town too. MSF SA is governed by the MSF Southern Africa Association, which is made up of more than 300 members from seven countries in the region.

Job Purpose:

To develop and implement innovative strategies aimed at enhancing digital engagement and marketing efforts by leading donor and lead acquisition strategies, using a broad spectrum of marketing channels to optimise return on investment and effectively leveraging digital platforms, increasing supporter engagement fundraising outcomes.

Reporting Structure:

The Digital Fundraising Specialist reports to the Donor Acquisitions & Marketing Manager. Together with the Head of Digital & Media Relations, the role works closely with the Donor Acquisitions & Marketing Manager. The role also collaborates with other MSF departments on digital marketing campaigns and any other identified activities or projects.

Accountabilities:

Strategy, Planning and Organising;

- Develop, plan and implement annual digital engagement and marketing strategies, and evaluate set goals to support MSF awareness raising and donor acquisition.
- Manage various digital engagement campaigns to ensure sustainability and optimal return on investment, with strong collaboration with digital communication and fundraising teams.
- Promote and track the number of unique visitors to the MSF Fundraising landing pages in collaboration with the Digital Specialist.
- Develop the annual digital engagement plan and budget for approval in conjunction with broader fundraising acquisition and communication plans.
- Set key performance indicators based on digital donation targets, with support from the Donor Acquisition & Marketing Manager and Business Intelligence Specialist.
- Design and implement strategies that ensure digital engagement programs are aligned with broader fundraising campaigns and communication objectives [strategic planning, set clear

objectives, develop integrated campaigns, data analytics, content strategy, donor segmentation, regular review and adaptation, collaboration with digital fundraising and communication teams].

- Using digital channels, promote regular giving to MSF SA's non-financial supporters.

Digital marketing;

- Develop, plan, implement, and report on digital advertising activities and fundraising campaigns across various digital channels, ensuring close collaboration with both the fundraising and communications teams.
- Develop and manage digital marketing activities to acquire new donors, including email marketing, digital campaigns, SEO/SEM, and content marketing.
- Coordinate digital marketing efforts in response to emergency campaigns in collaboration with the Communications Department to drive donations.
- Implement and manage coherent donor or marketing communications across digital channels, including planning, material development, and coordination with creative agencies in collaboration with Input team.
- Ensure all digital campaign materials are of high quality, relevant, timely, and consistent with MSF SA branding and positioning.
- Find and evaluate new digital fundraising opportunities through testing new ideas, creative thinking, and staying informed about new developments in digital marketing.

Budget Planning, Monitoring, and Reporting on Digital Fundraising Activities;

- Support budget planning, monitoring and reporting on digital fundraising activities to achieve sustainable return on investment.
- Evaluate program effectiveness through income modelling and thorough testing, in collaboration with the Business Intelligence Analyst and the Donor Acquisitions & Marketing Manager.
- Conduct regular analysis and generate reports on digital engagement metrics, ensuring that all activities and campaigns align with and achieve established targets.
- Perform monthly and quarterly reforecasts, updating reforecasting and budget models as necessary.
- Monitor performance of digital agencies and service providers, taking corrective action if required.
- Conduct regular privacy and security reviews within digital engagement and marketing activities to ensure compliance with MSF's privacy and data retention protocols and policies.
- With support from the communications manager (positioning and positioning), regularly review all digital fundraising marketing assets for brand and positioning consistency.
- To facilitate effective collaboration with other teams, use common organisational project management and tracking systems to ensure overall project or task management, transparency, and efficiency.

Teamwork and Cooperation;

- Collaborate closely with the communications and fundraising teams, including the Head of Digital & Media Relations and the Donor Acquisition & Marketing Manager, to support a unified approach to fundraising and communication initiatives, maximizing overall impact within the target audience.
- Support other departments with digital activities as and when required, approved by the Donor Acquisition & Marketing Manager.

Organisation and Compliance;

- Ensure good governance of MSF SA digital engagement programs through compliance with MSF policies, and contractual obligations.
- Comply with procurement policy/ guidelines and procedures as required.

- Adhere to GDPR and PoPIA requirements for digital engagement and marketing strategies and operations.

Networking and Relationship Building;

- Network and build relationships with the digital teams in MSF southern Africa, other MSF offices, and industry professionals, to enhance digital engagement and marketing efforts.
- Foster strong relationships with relevant digital agencies to ensure successful collaboration and campaign execution.
- Engage with online communities and influencers to amplify MSF SA's digital presence and reach new audiences working in close collaboration with the comms digital team.

Knowledge, Skills and Experience:

Essential;

- **Graduate degree in Communications, Marketing, Public Relations or related field.**
- **5 years of professional experience in digital media communications (both at a strategic and practical implementation levels), and digital marketing.**
 - Google Analytics (Intermediate to Expert).
 - Google Ads (Intermediate to Expert).
 - Meta Business Suite (Intermediate to Expert).
 - Amplify (Intermediate to Expert).
 - Salesforce Marketing Cloud (Intermediate to Expert).
 - LinkedIn Campaign Manager (Intermediate to Expert).
 - Tik Tok (Intermediate to Expert).
- **At least 3 years' experience in developing, driving and evaluating customer/leads acquisition investment strategies that utilise a range of marketing channels to maximise ROI and encourage program diversity.**
- Demonstrated marketing skills, creativity, analysis and the ability to identify opportunities and implement innovative solutions.
- Sound knowledge of Drupal website content management tools and other content management systems.
- Demonstrated organisational skills, attention to detail and ability to maintain high level of supporter care standards.
- Excellent interpersonal and negotiation skills.
- High level oral and written communication and story-telling skills including the ability to communicate with diverse groups on complex issues and campaigns.
- Passion for Humanitarian causes.
- Strong work ethic: energy, initiative, vision, commitment, and high emotional intelligence.

Desirable;

- Experience in production, editing and coordination of web-based content.
- Substantial experience in managing digital channels.
- Experience in digital Fundraising.
- Demonstrate ability to work under pressure, managing multiple projects within tight deadlines.
- Creativity, curiosity, demonstrable initiative.
- Cross-cultural awareness and sensitivity.
- Analytical thinking.
- Service orientation.
- **Adhere and Commitment to the MSF principles and to our managerial values: Respect, Transparency, Integrity, Accountability, Trust, and Empowerment.**
- **Adhere to the MSF Behavioural Commitments.**

Competencies;

- Commitment to MSF principles (L2 initially).
- Initiative and Innovation (L3).
- Result and Quality Orientation (L3).
- Planning and Organising (L3).
- Networking and Building Relationships (L3).
- Teamwork and Cooperation (L3).

MSF values diversity and is *committed to create an inclusive working environment. We welcome applications from all qualified candidates regardless of disability, gender identity, marital or civil partnership status, race, colour or ethnic and national origins, religion or belief, or sexual orientation and all other diversity characteristics.*

The protection of your personal data is important to MSF. By submitting your application, you consent to MSF using your personal data only for the recruitment process to have all the information and documents necessary to proceed with the recruitment, validation of your application and selection of the most suitable candidate. Your personal data will be treated confidentially. MSF will not use your personal data in any other way not foreseen for purposes of recruitment.

Lately MSF is a civil society initiative that brings together individuals committed to the assistance of other human beings in crisis. As such MSF is by choice an association. Each individual applying for MSF roles does it out of conviction and is ready to uphold the values and principles of MSF.

By applying, the applicant acknowledges that he/she has read, understood and accept this document.

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