Terms of Reference

Digital Marketing Internship

Digital Engagement Section / DER

UNHCR, the UN Refugee Agency, is offering an internship within the *Digital Engagement Section* in our *Copenhagen Headquarters in Denmark*.

This exciting internship is a unique opportunity to gain experience in digital fundraising and marketing within the UN system as part of UNHCR's Digital Engagement Section.

UNHCR is a global organisation dedicated to saving lives, protecting rights and building a better future for refugees, forcibly displaced communities and stateless people. Every year, millions of men, women and children are forced to flee their homes to escape conflict and persecution. We are in over 138 countries, using our expertise to protect and care for millions of people.

Title: Digital Marketing Intern
Duty Station: Copenhagen, Denmark
Duration: Six Months
Contract Type: Internship
Closing date: Sunday 10 November 2019 – Midnight CET
Start date: 2 December 2019

Organisational context

The Digital Engagement Section (DES) sits within the department of External Relations (DER) and serves departments within DER, PSP (Private Sector Partnerships) and the wider organization. The Digital Engagement team advises on, creates and delivers digital solutions and strategies for engaging with UNHCR's primary audiences, including the public, partners, governments, refugees and staff. As part of its responsibilities, DES oversees UNHCR's global web presence, partnering with the Global Communication Service (GCS) and other stakeholders within the organization to ensure that website strategy delivers effectively on the organization's communications goals.

The position

The position offers ample opportunity to learn about the organization, the current refugee crisis, digital communications, marketing and fundraising globally within an international humanitarian organization. The intern will be responsible for assisting the Digital Marketing Team with email marketing programme, donor care and digital analytics.

Duties and responsibilities

- Assisting with the management of the donor mailbox: responding to a wide range of queries from international donors and supporters on a daily basis through Salesforce
- Assisting with the creation of workflows for enquiry management across different platforms, including FAQ's
- Assisting with the production of fundraising and engagement emails, email performance reporting and management of the email marketing platform Selligent
- Assisting in creating content for keywords/ad copies to be used in paid search campaigns
- Researching new digital ideas, best practice and the latest trends in customer service, user experience, e-mail marketing and SEO
- Assist with updating dashboards for reporting purposes
- Assist in writing quarterly reports on online performance
- Assist in auditing and testing donation pages for a better user experience
- Help on auditing Paid Search accounts (Google Ads and Bing Ads) according to in-house best practices
- Assist in developing social media strategies (creative testing, targeting strategies)
- Coordinate regular team and other meetings (including preparing agenda and minutes)
- Organising international conference calls and meetings with internal as well as external stakeholders (Including preparing taking minutes and preparing agendas for these meetings)
- Providing administrative support to the team, including providing support on events and workshops
- Perform other tasks as needed

Essential minimum qualifications and professional experience required

We are looking for a self-motivated, hard-working individual with a keen interest in digital media and the latest digital trends.

Essential:

- Be a recent graduate (completed studies within one year) or current student in a graduate/undergraduate school programme from a university or higher education facility accredited by UNESCO; have completed at least two years of undergraduate studies in a field relevant or of interest to the work of UNHCR
- Excellent communication and inter-personal skills
- Excellent written and verbal English skills
- Good administrative skills
- Experience with Microsoft Office (Word, Excel and PowerPoint)
- Be available to work full time (40 hours) for a six-month period

Desirable:

- Experience or familiarity with digital fundraising, marketing, digital communications and/or social media
- Copywriting skills
- Experience with CRM, e-mail marketing tools and Google Analytics would be an advantage
- Second language
- Background or interest in refugee issues and/or international relations.

Location

The successful candidate will be based with the team in the UN City in Copenhagen, Denmark. Obtaining and renewing current visas and residence permits including all associated costs, are the responsibility of the intern.

Conditions

The internship is for six months and the start date is on the 2nd December 2019. It is a full-time role with working hours starting from 8.30am to 5pm from Monday to Friday (40 hours per week).

Please note that the terms of internship, as defined by UNHCR practice, include the payment of a Food and Local Transportation Allowance (FLTA). In case the intern is sponsored by another source during the internship this will be deducted from the FLTA.

To apply

Interested applicants should submit their letter of motivation, Personal History Form (PHF) and CV to *DENCOCMUHR@UNHCR.ORG* indicating *Digital Marketing Intern* in the subject of the email.

Personal History Forms are available at PHF Form / Supplementary Sheet.

The UNHCR workforce consists of many diverse nationalities, cultures, languages and opinions. UNHCR seeks to sustain and strengthen this diversity to ensure equal opportunities as well as an inclusive working environment for its entire workforce. Applications are encouraged from all qualified candidates without distinction on grounds of race, colour, sex, national origin, age, religion, disability, sexual orientation and gender identity.

The deadline for application is Sunday, 10 November 2019 – Midnight CET