



UNHCR

United Nations High Commissioner for Refugees
Haut Commissariat des Nations Unies pour les réfugiés

Terms of Reference

Digital Marketing Internship

Digital Engagement Section

Private Sector Partnerships Service (PSP)

Title: Digital Marketing Intern

Duty Station: Copenhagen, Denmark

Duration: 6 months

Contract Type: Internship

Closing date: 9 July 2020 Midnight

Preferred Start date: 3 August 2020, contingent upon development of COVID-19

Organizational context

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

UNHCR is a global organization 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 130 countries, using our expertise to protect and care for millions of people.

The Digital Engagement Section sits within the department of External Relations (DER) and serves departments within DER, PSP (Private Sector Partnerships) and the wider organization. The incumbent will be responsible for assisting the Digital Marketing Team with email marketing programme, donor care and digital analytics.

The position

This is a unique opportunity to gain experience in digital fundraising and marketing within the UN system as part of UNHCR's Digital Engagement Section. It will provide ample opportunity to learn about the organization, the current refugee crisis, digital communications, marketing and fundraising globally within an international humanitarian organization.

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;
- Supporting 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;
- Researching new digital ideas, best practice and the latest trends in customer service, user experience, e-mail marketing and SEO;
- Assisting with updating dashboards for reporting purposes;
- Assisting in writing quarterly reports on online performance;
- Assisting in auditing and testing donation pages for a better user experience;
- Helping on setting up, managing and optimizing Paid Search accounts (Google Ads and Bing Ads) according to in-house best practices;
- Assisting in developing social media strategies (creative testing, targeting strategies);
- Supporting offices with Google Analytics Property, View, and user access management;
- Assisting with data quality audits in Google Analytics and media buying tools;
- Coordinating regular team and other meetings (including preparing agenda and minutes);
- Organizing 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; and
- Performing 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. The ideal candidate will be required to have following:

- Be a recent graduate (completed studies within one year of applying to this internship) or current student in graduate/undergraduate school program in a relevant field 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 of 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); and
- Availability to work full-time (40 hours) for 6 months.

Desirable competencies

- 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.

Eligibility

In order to be considered for an internship, candidates must meet the following eligibility criteria:

- Be a recent graduate (those persons who completed their studies within one year of applying) **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 work of the Organization.
- An individual whose father, mother, son, daughter, brother or sister is a staff member of UNHCR, including a Temporary Appointment holder or a member of the Affiliate Workforce, is not eligible for an internship.

Conditions

The successful candidate will be based with the team in the UN City in Copenhagen, Denmark. The internship is a six-month full-time role with 40 working hours per week, from 8.30am to 5pm Monday to Friday. The preferred start date is tentatively set for 3 August 2020, which will be revisited in accordance with the measures adopted by the Danish government and guidance of UNHCR regarding the COVID-19 situation. Depending on the circumstances, there is a possibility the successful candidate will perform certain duties remotely and/or from at home.

Obtaining and renewing current visas and residence permits including all associated costs, are the responsibility of the intern. Please note that the terms of internship as defined by UNHCR practice include the payment of a Food and Local Transportation Allowance.

To apply

Interested applicants should submit their letter of motivation, Personal History Form (P11), and CV to DENCOCMUHR@UNHCR.ORG indicating **Digital Marketing Internship** in the subject of the email by **midnight 9 July 2020** (CEST Central European Summer Time).

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. Please note that

UNHCR does not charge a fee at any stage of its recruitment process (application, interview, meeting, travelling, processing, training or any other fees).

The deadline for applications is midnight 9 July 2020 (CEST, Central European Summer Time).