

## **Vacancy**

### **Digital marketing fundraising**

**Organization:** Association pro Terra Sancta is a no-profit organization (NGO) that carries out projects to preserve cultural heritage, support local communities and bring aid in humanitarian emergencies. The association is present in the Middle East. Marketing, communication and fundraising is at worldwide level and implemented in five languages (Italian, English, Spanish, German, and French). [www.proterrasancta.org](http://www.proterrasancta.org)

**Position:** **digital marketing for international fundraising**, duty station **Milan**.

**Contract:** fixed term contract with possible extension

#### **Main assignments:**

- Support preparation of digital marketing strategy with an international focus and implementation of digital marketing plan lead acquisition and nurturing (donors+lead+new donors);
- Create campaigns/landing pages (copywriting and technical preparation) following the plan and timeline; e-mail marketing and newsletter, coordinating activities with communication.
- Prepare and launch campaigns during humanitarian crisis, wars & catastrophes.
- Help increasing one off and regular donors using multi-channel approach.
- Social media campaign setting and monitoring.
- Analyze the performance of campaigns and share reports; statistical analysis and draw up monthly reports to monitor KPI.
- Monitoring of comparable and competitors to get hints, updating, ideas for new marketing actions, with particular focus on international markets.
- Website updating, uploading contents in different languages, photos, videos; SEO optimization and codices setting.

#### **Requirements:**

- Analytical and quantitative skills (including use of Excel and other software) and ability to use data and analyze trends to support marketing strategy.
- Good knowledge of both inbound and outbound strategies.
- Knowledge of WordPress, MailUp, and tools for monitoring and statistical analysis such as QlikView, Google analytics, social network insights, etc.; knowledge of SEO; analytic approach is requested.
- Knowledge in managing clients/donors database, email campaigns, social media.
- Knowledge of international digital trends.
- Degree in marketing or management/economics/communication science or any other degree but compensated by technical background and experience in digital marketing. Work experience in web agencies is appreciated.
- Minimum 2 years professional experience.
- Excellent knowledge of Italian, English and/or Spanish written and spoken; German, French, Arabic represent an asset.

- Knowledge in managing suppliers (agencies, consultants, others) and good attitude in collaborating with colleagues and any external partners.
- Share and understanding of pro Terra Sancta social values and mission; experiences in either the Holy Land or Middle East are appreciated.

**How to apply (closing date for application is 31.10.2021):**

Curriculum Vitae + cover letter (English or Italian). If possible, list two reference person.

Send CV + cover letter to: [f.frasson@proterrasancta.org](mailto:f.frasson@proterrasancta.org)

Only short-listed candidates will be contacted.

Key words: digital marketing, fundraising, lead generation, copywriting, statistical analysis, monitoring.