



UNHCR

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

Terms of Reference

Digital Marketing Internship

Digital Engagement Section / DER

UNHCR, the UN Refugee Agency, is offering a Digital Marketing 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: 6 months

Contract Type: Internship

Closing date: 14 April 2019

Start date: 24 April 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 internship offers the ample opportunity to learn about the organization and the current refugee crisis as well as develop professional competences in 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 on a daily basis
- Assisting with the production of fundraising and engagement emails, email performance reporting and management of the email marketing platform, namely Salesforce Marketing Cloud and Selligent
- Assisting with online tracking, setting up views, user management and trainings in Google Analytics (Google Analytics 360) and the User management of UTM and Naming Conventions Tool
- 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 search engine marketing, and e-mail marketing
- Assist with updating dashboards for reporting purposes
- Assist in writing quarterly reports on online performance
- 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. The ideal candidate will:

- 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

Additional relevant qualifications:

- 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 24th April 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.

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](#)

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.