

VACANCY NOTICE

Digital Marketing Internship, Digital Engagement Section, Private Sector Partnership, Division of External Relations

Vacancy Notice No: CPH/VN/2021/001

Title: Digital Marketing Intern

Duty Station: Copenhagen, Denmark

Duration of internship: 6 months

Application deadline: 24 January 2021

Expected start date: 25 March 2021

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

Organizational context

The UN Refugee Agency, UNHCR, was established in 1950 by the United Nations General Assembly to provide protection and assistance to refugees worldwide. In more than five decades, UNHCR has helped more than 50 million people restart their lives. Today, UNCHR staff in 135 countries continue to help and protect millions of refugees, returnees, internally displaced and stateless people.

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. This position 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
- Support 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
- Assist with updating dashboards for reporting purposes
- Assist in auditing and testing donation pages for a better user experience
- Help on setting up, managing and optimizing paid search (Google Ads and Bing Ads), paid social (Facebook, Twitter, LinkedIn) and display accounts (DV360) according to in-house best practices
- Assist in developing social media strategies (creative testing, targeting strategies)
- Support in building creative assets using provided Photoshop templates
- Support offices with Google Analytics Property, View, and user access management
- Assist with data quality audits in Google Analytics and media buying tools
- Providing administrative support to the team, including providing support on events and workshops.

Perform other tasks as needed

Qualifications

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; And have completed at least two years of undergraduate studies in a field relevant or of interest to the work of the Organization.
- Excellent communication and inter-personal skills
- Excellent written and verbal English skills
- Good administrative skills
- Experience with Microsoft Office (Word, Excel and PowerPoint)
- Applicants must be available to work full-time (40 hours) for 6 months

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

Conditions

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.

The internship is for six months and the start date is on 25th of March 2021. It is a full-time role with working hours between 8.30am to 5pm 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.

Please note that external financial support from an outside party, including university and government grants, affect the entitlement to the full amount of the allowance granted by UNHCR.

To apply

All applications are received online through the MSRP portal with a Letter of Interest.

Job Opening ID 24319: Digital Marketing Intern

For any technical problems encountered during the on-line application, please contact the Global Service Desk at globalsd@unhcr.org by allowing sufficient time for the resolution of the problem.

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 applications is midnight 24 January 2021.