

Vacancy Notice

Digital Marketing Internship Division of External Relations (DER), Private Sector Partnerships Service (PSP), Supporter Engagement Section

UNHCR, the UN Refugee Agency, is offering a full-time internship with the **Supporter Engagement Section** of the *Private Sector Partnership* under the *Division of External Relations* at **UNHCR Copenhagen**.

Established in December 1950, UNHCR is a global organization dedicated to saving lives, protecting rights and building a better future for asylum seekers, refugees, returnees, internally displaced communities and stateless people. Every year, millions of men, women and children are forced to flee their homes to escape conflict and persecution. UNHCR currently operates in over 130 countries, using its long expertise to protect and care for millions.

Title: Digital Marketing Intern

Duty Station: Copenhagen, Denmark

Duration: 6 month (with possible 2 months extension)

Contract Type: Internship

Closing date for application: 15 of May 2023, Midnight CEST time

Start date: June 2023

Chrono Number: CPH/VN/2023/012

Organisational context

This is a unique opportunity to gain experience in digital fundraising and marketing within the UN system as part of UNHCR's Supporter 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. The Supporter Engagement Section sits within the department of External Relations (DER) and serves departments within DER, PSP (Private Sector Partnerships) and the wider organization

This position will be responsible for assisting the Digital Marketing and Regional Engagement team with email marketing programme, supporter care, paid media and digital analytics

The position

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

Duties and responsibilities

The intern's duties and responsibilities will include:

- 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

Minimum qualifications required

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

- Be either a recent graduate (having completed their studies within two years of applying) or a current student in a graduate/undergraduate school programme from a university or higher education facility accredited by [IAU/UNESCO](#); and
- Have completed at least two years of undergraduate studies in a field relevant or of interest to the work of UNHCR.

NOTE: 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.

Desirable qualifications and skills

- 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
- 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

This is a full-time role with working hours starting from 8.30am to 5:00pm Monday to Friday (40 hours per week). The successful candidate will be assigned to support the Digital Marketing team at UN City, Copenhagen, Denmark. Depending on the circumstances, there is a possibility the successful candidate will perform certain duties remotely and/or from at home. Recruitment as a UNHCR staff member and engagement under a UNHCR affiliate scheme or as an intern is subject to proof of vaccination against Covid-19.

For non-EU candidates, D-visa needs to be obtained before traveling to Denmark which takes 4 to 6 weeks. The office will provide assistance on visa-related issues.

Allowance: Interns who do not receive financial support from an outside party will receive an allowance to partially help to cover the cost of food, local transportation and living expenses.

How to apply

Interested applicants should submit their application through www.unhcr.org/careers.html click on vacancies and search for **JR2317858**

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.

UNHCR does not charge a fee at any stage of its recruitment process (application and interview).

We welcome applications from candidates with a refugee or stateless background.