JOB DESCRIPTION	
Department: FUNDRAISING	
Position: Marketing Contents Officer	Reporting to: Contents Manager Number of direct reports: None
Duration: Open-ended contract	
Working house: Full time (40 hours/week)	
Current Job Grade: B	

Purpose of the position

Under the direction of Contents Manager and the supervision of Marketing Contents Sr. Officer, Marketing Contents Officer is responsible for the marketing communications required for fundraising activities. This position holder promotes the change in the attitudes of prospects and donors (individuals and corporates) by providing effective and attractive content optimal for the market, media, and target audience and ensure the financial support from Japan to contribute to the medical and humanitarian aid activities in the field.

Objective

Marketing Contents Officer is expected:

- To lead the planning and production of online/offline contents* to maximize fundraising income working with the Mass Marketing (Acquisition/Loyalty) teams and the One to One Communication (Major donors/Corporates/Legacy) team.
  *i.e. advertisements, direct mails, e-newsletters, emergency appeals, reports and others
- To manage the external vendors such as designers, writers, illustrators, film makers and printing companies.
- To maximize the impact, synergy and efficiency of whole MSF Japan communications by ensuring alignment with the contents of fundraising campaigns with other communications as much as possible.

Requirement of the position

Based in Japan (Commutable to MSF Japan Office in Waseda)

Main Responsibilities

1. Planning

- Define key messages, structure, content, and editorial tone of campaign content according to the target audience, working closely with the Mass Marketing and the One to One Communication teams.
- Take responsibility for researching necessary information and collecting visual material.
- Manage the production schedule and process, working closely with external creative partners.
- Keep internal stakeholders informed of production schedule.

2. Production

- Supervise the external vendors to create appropriate content in a way that effectively reach targets, through original materials produced by MSF Japan and materials provided by global teams.
- Implement interviews and write, edit, and proofread the manuscript as well as giving directions to external writers.
- Create simple still and video content by using editorial tools.
- Propose and implement changes to production approaches, discussed with team members and relevant stakeholders.

3. Review and Analysis

- Review the content, response including revenue and report to Contents Manager in a timely manner.
- Evaluate the use of external vendors in content production process.
- Carry out the administrative and budgetary work relating to content production.

Qualifications and requirements

Essential

- Proven professional skills in production of offline and/or online content.
- At least three years of experience in marketing communication, editorial or related work.
- Native-level Japanese, especially excellence writing skill. Excellent English reading comprehension skill.
- Knowledge of marketing.
- Strong interpersonal skills for collaboration with various stakeholders.
- Ability to handle multiple tasks and deadlines.
- Flexibility and adaptability to respond to changing circumstances, especially in emergencies.
- Genuine interest in and commitment to the medical humanitarian principles and activities of MSF.

Desirable

- Ability to learn and think broadly and deeply, and incorporate it to content.
- Experience of fundraising.

Back-Up

In case of absence or any urgent situations when extra workforce is necessary, s/he shall be supported by Contents Manager and Sr Officers.

Special Notes:

This Job Description is only a summary of the typical functions of this position and not an exhaustive or comprehensive list of all possible job responsibilities and duties. Accordingly, the responsibilities and duties of the jobholder might differ from those outlined in this Job Description and the other duties, as assigned, might be part of the job due to the organizational and operational needs.

Other Conditions

• Salary to be defined as per MSF Japan Salary Scale
• Social insurance coverage: Japanese government insurance (Health Insurance, Welfare Pension, Employment Insurance and Workers' Accident Insurance)
• Holiday: Saturday, Sunday, Japanese national holidays, and any other days specified by MSF Japan.

Application documents (Please send all these documents)	1. CV, with your photo if possible (in English) 2. 履歴書（和文・できれば写真付） 3. 職務経歴書（和文） 4. 志望動機書（和文）
Email Address	Please send the above documents to: **hqhr-recruitment@tokyo.msf.org**
Application Deadline	We will close the position as soon as we find the best candidate.
Note	Only short-listed applicants will be contacted.