

JOB DESCRIPTION	
Department: Fundraising	
Position: Marketing Officer (Digital Fundraising / Retention)	<u>Reporting to:</u> Marketing Manager (Retention) <u>Number of direct reports:</u> NA
Duration: Open-ended contract	
Working Hours: Full time (40 hours/week)	
Current Job Grade: B	

Overview of the Organisation and Department

Médecins Sans Frontières (MSF) provides life-saving emergency relief and longer-term medical care to some of the most vulnerable and excluded communities around the world. As an independent medical humanitarian organisation, we deliver care based only on need, regardless of ethnic origin, gender, religion, or political affiliation.

MSF relies on donations from private individuals and organisations for the majority of its income. This private funding gives MSF the freedom to respond where needs are greatest and to speak out publicly, free from any political interference.

The Fundraising Department raises money for MSF field operations globally and to cover MSF's administration costs in Japan. In 2023, MSF Japan raised approximately 13 billion yen from 427,468 donors.

Purpose of the Position

This newly created position aims to enhance MSF Japan's digital fundraising capabilities, with a particular focus on retention marketing, to secure funds supporting the organisation's social mission. Under the supervision of the Marketing Manager and in collaboration with team members and other relevant teams, this role is responsible for planning, executing, and optimising initiatives aimed at donor engagement and retention, primarily through leveraging digital channels and marketing technology.

Objectives

- Secure necessary funds from donors through digital and omnichannel fundraising efforts.
- Foster and maintain long-lasting donor relationships through engagement across digital touchpoints (e.g., email, website).
- Optimise online donation experience and ensure seamless alignment with offline experience.
- Lead data-driven marketing initiatives, introducing and/or leveraging relevant marketing technology tools (e.g., CRM, CDP, MA).

Requirements of the Position

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

Main Responsibilities

1. Strategy & Planning

- Develop long-term and short-term strategies and action plans based on analysis and prioritisation aligned with overall fundraising and retention strategies.
- Create and revise income targets/forecasts based on analysis and changing needs.
- Plan digital initiatives, defining objectives, budgets, target segments, communication strategies, and timelines.

2. Donor Communication & Engagement

- Execute digital initiatives, primarily via email and website, delivering consistent omnichannel donor journey from onboarding to retention and reactivation.
- Rapidly launch digital fundraising campaigns in response to emergencies.
- Oversee and continuously improve online donation experience, with particular focus on returning/recurring donors (e.g., mobile optimisation, payment methods).
- Coordinate with internal teams and external partners/vendors to ensure smooth execution of initiatives, consistency, and maximised performance.

3. Data Analysis & Reporting

- Track and analyse key metric, especially those related to income, donor engagement, and retention, as well as campaign performance.
- Utilise insights gained from data analysis to refine strategies and initiatives for improved outcomes.
- Regularly report to the Marketing Manager and team on project progress, performance metrics, and key findings.

4. Technology & Innovation

- Facilitate the introduction and/or use of marketing technology tools (e.g., CRM, CDP, MA) in collaboration with the IT department and other relevant stakeholders.
- Research and stay updated on best practices and trends in digital marketing, fundraising, and donor retention from other MSF sections, NGOs, and industries.

5. Budget & Resource Management

- Develop and manage budgets and expenses for initiatives, ensuring effective resource allocation.
- Oversee the selection, contracting, negotiations, monitoring, invoice processing, and relationship management of external partners/vendors to ensure high-quality, cost-effective, and timely delivery.

Qualifications and Requirements

Essential

- Proven experience in digital marketing using email, LINE, or website, or in a related field.
- Hands-on experience with CRM, CDP, or MA tools.
- Native-level Japanese and conversational-level English (day-to-day tasks primarily in Japanese, with occasional English communication such as emails, meetings, and documents).
- Advanced proficiency in Microsoft Office applications.

- Genuine interest in and commitment to the humanitarian principles and mission of MSF.
- Ability to work independently and take initiative as part of a team.
- Flexibility and adaptability to respond to changing circumstances, especially in emergencies.

Desirable*

*Not required, but a plus.

- Experience or knowledge in any of the following areas:
 - Omnichannel or Online-Merges-with-Offline (OMO) strategies
 - eCommerce or mobile apps
 - User Experience (UX) or Customer Experience (CX)
 - Data analysis
 - Project management
 - Fundraising

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	May 18, 2025
Note	Only short-listed applicants will be contacted. We will close the position as soon as we find the best candidate.