JOB DESCRIPTION	
Department: Fundraising	
Position: Marketing Officer (Digital Loyalty)	Reporting to: Marketing Manager (Retention) Number of direct reports: N/A
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 2024, MSF Japan raised approximately 14 billion yen from 422,904 donors.

Purpose of the Position

This position aims to enhance MSF Japan's digital fundraising capabilities, with a particular focus on retention marketing, and to secure funding for MSF's social mission. Reporting to the Marketing Manager and in collaboration with cross-functional teams, this role is responsible for planning, executing, and optimising digital marketing initiatives, primarily by leveraging digital channels (e.g., email, website) and marketing technology tools (e.g., CDP, CRM, MA).

Objectives

- Contribute to funding from donors through digital and omnichannel fundraising efforts.
- Nurture long-lasting relationships with donors, mainly through digital initiatives.
- Improve online donation experience and ensure seamless alignment with offline experience.
- Lead data-driven marketing initiatives, leveraging relevant marketing technology tools.

Requirements of the Position

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

Main Responsibilities

1. Strategy & Planning (approximately 10% of time)

- Develop short- and medium-term plans for digital marketing initiatives, with a primary focus on existing donors, including setting and managing objectives, budgets, and timelines, based on analysis, prioritisation, and overall fundraising objectives.
- Create and revise income targets/forecasts based on analysis and changing needs.

- Develop and manage budgets and expenses for initiatives, ensuring effective resource allocation.

2. Donor Communications & Experience (approximately 70% of time)

- Design, execute, evaluate, and continuously optimise digital and omnichannel marketing initiatives, primarily via email, website, and other relevant channels for existing donors.
- Rapidly launch digital fundraising campaigns in response to emergencies.
- Develop and optimise automated journeys and personalisation approaches.
- Oversee and continuously improve the online donation experience, with a particular focus on existing/returning donors (e.g., mobile optimisation, payment methods, self-service features, and accessible support for enquiries and issue resolution).
- Contribute to offline direct marketing efforts in alignment with team priorities and resources.
- Collaborate closely with team members responsible for direct marketing as well as with colleagues in the Acquisition Marketing team, Content team, Donor Service team, Communications department, IT department, and other relevant functions, and with external partners, to ensure smooth execution of initiatives, consistent donor experience, and maximised performance.
- Coordinate external partner relationships as necessary, including selection, contracting, negotiation, monitoring, and invoice review and processing, to ensure high-quality, cost-effective, and timely delivery.

3. Tracking, Analysis & Reporting (approximately 10% of time)

- Set, track, and analyse key metrics, especially those related to income, retention, engagement, and campaign performance, and provide clear updates, reports, and recommendations to the Marketing Manager and key stakeholders.
- Implement and manage tracking frameworks (e.g., web and email tracking, tagging, and parameters) in collaboration with relevant stakeholders, ensuring accurate measurement and attribution of campaigns and user behaviour.
- Develop and maintain data reports, dashboards, and visualisations (e.g., using BI tools) to support data-driven decision making and improve accessibility of insights across teams.
- Provide insights and recommendations to inform the optimisation of strategies and initiatives.

4. Technology & Data (approximately 10% of time)

- Lead the effective use and ongoing improvement of marketing technology tools (e.g., CDP, CRM, MA) for retention and digital/omnichannel marketing initiatives, working closely with the IT department and other relevant stakeholders.
- Contribute to the departmental capability and support colleagues, with a particular focus on digital, data, personalisation, and automation.
- Ensure compliance with relevant policies and regulations (e.g., privacy/data protection, consent and email marketing standards) in collaboration with relevant teams.
- Research and stay updated on best practices and trends in digital marketing, fundraising, and data analytics from other MSF sections, NGOs, and industries.

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.
- Hands-on experience with data analysis, visualisation, and reporting.

- Strong analytical and problem-solving skills, with a hypothesis-driven approach and the ability to leverage data for insights and decision-making.
- Ability to work independently and take initiative as part of a team.
- Flexibility and adaptability to respond to changing circumstances, especially in emergencies.
- Native-level Japanese and conversational-level English (day-to-day tasks primarily in Japanese, with occasional English communication such as emails, meetings, and documents).
- Genuine interest in and commitment to the humanitarian principles and mission of MSF.

Desirable (Not required, but a plus)

- Experience or knowledge of any of the following areas:
  - Omnichannel or Online-Merges-with-Offline (OMO) strategies
  - eCommerce or mobile apps
  - User Interface (UI) / User Experience (UX)
  - KPI or revenue management
  - 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	We will close the position as soon as we find the best candidate.
Note	Only short-listed applicants will be contacted. We will close the position as soon as we find the best candidate.