

JOB DESCRIPTION	
Department: Fundraising	
Position: Marketing Officer (Acquisition)	Reporting to: Marketing 1 Manager Number of direct reports: NA
Duration: Open ended contract	
Working hours: Full time (40 hours/week)	
Current Job Grade: B	

Purpose of the position

This position is responsible for promoting new donor acquisition and contributing to the foundation for stable fundraising growth to sustainably support Médecins Sans Frontières humanitarian and medical activities. Under the supervision of the Marketing 1 Manager, and in close coordination with other Marketing Officers within the team, other teams, other departments, and external partners, the Marketing Officer plans and implements initiatives across both online*1 and offline*2 channels.

This position aims to provide prospective donors with smooth and excellent donation experience across both online and offline channels and to improve donor acquisition performance.

The position is online-led, with an expected balance of approximately 70% online and 30% offline. While the primary focus is improving the performance of online initiatives, it also contributes to improving the experience that connects offline touchpoints to online donation channels, as well as to donor acquisition.

*1: Online areas include online advertising operations (paid media, social media, video, signage advertising, etc.) and improvement/optimization of the online donation experience, including landing pages, donation forms, and payment systems.

*2: Offline areas include direct mail (DM), flyers, newspaper advertisements, and other print media.

Objectives

The Marketing Officer is expected to:

- Plan and execute online and offline initiatives that make it easy for prospective donors to complete their donations.
- Identify donor journey pain points and lead improvements that enhance the donation experience and increase acquisition performance.
- Bring both online and offline perspectives to donor acquisition, with a primary focus on improving the performance of online initiatives.

Requirements of the position

Based in Japan (must be able to commute to the Waseda office).

Main Responsibilities

Online (70%)

- Online Advertising Campaign PDCA Management
 - Plan, set targets, manage progress, measure results, report internally, and propose improvements for online advertising initiatives.
 - Coordinate with internal stakeholders, vendors, and agencies on contracts, costs, and schedules
- Online Donation Journey Optimization
 - Identify and analyze pain points up to the point of donation and lead improvements to the online donation experience.
 - Coordinate UI/UX improvements for landing pages, donation forms, and payment methods with internal and external stakeholders.
- Income Plan, Budget and KPI Setting/Management (Primary Responsibility)
 - Develop and manage income plans, budgets, and KPIs for the online area, and review them on a monthly, quarterly, half-yearly, annual, and multi-year basis.
 - Based on actual results and analysis, consider and propose improvement measures to achieve targets.

Offline (30%)

- Offline Media Campaign PDCA Management
 - Manage and execute planning, progress management, performance measurement, internal reporting, and improvement proposals for offline initiatives, including direct mail (DM), flyers, and newspaper advertisements.
 - Coordinate with internal stakeholders, vendors, and agencies on contracts, costs, and schedules.
 - Contribute to improving the experience that connects offline touchpoints to online donation channels..
- Income Plan, Budget and KPI Setting/Management (Secondary Responsibility)
 - Support the development, management, and review of income plans, budgets, and KPIs for the offline area.
 - Support the consideration and proposal of improvement measures based on actual results and analysis.

Qualifications and requirements

Essential

- At least 3 years of experience in a related field, such as marketing, sale administration, or sales promotion
- Ability to organize and analyze data and information logically and connect findings to problem solving
- Ability to independently manage the full cycle of initiative planning, progress management, performance measurement, and improvement proposals
- High level of business execution ability in Japanese, and English language skills for daily conversation, reading, and writing
- Strong communication skills and the ability to work collaboratively with internal and external stakeholders
- Team-oriented mindset and a proactive approach to contributing to the achievement of MSF Japan's goals
- Strong interest in and commitment to humanitarian aid and MSF's activities
- Ability to use AI tools, such as Microsoft 365 Copilot, to support information gathering, analysis, document creation, and process improvement

Desirable

- Experience in fundraising, B2C marketing, or direct marketing
- Experience in online advertising, website optimization, donation form optimization, or payment journey improvement
- Experience with offline initiatives, such as direct mail, flyers, or newspaper advertisements
- Experience in strategy planning and results analysis
- Experience in developing income and expenditure plans, managing budget vs. actuals, and managing KPIs
- Ability to manage multiple tasks simultaneously while setting priorities effectively
- Ability to work proactively and take initiative in identifying and improving issues
- For further details on the role and requirements, please refer to the Japanese Job Description.

Special Notes:

This Job Description summarizes the typical functions of this position and is not intended to be an exhaustive or comprehensive list of all possible responsibilities and duties. The responsibilities and duties of the jobholder may differ from those outlined in this Job Description, and other duties may be assigned according to 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. 履歴書（和文・できれば写真付） 2. 職務経歴書（和文） 3. 志望動機書（和文） You may be required to submit a CV (in English) or other documents as part of the selection process.
Email Address	Please send the above documents to: hqhr-recruitment@tokyo.msf.org
Application Deadline	September 13, 2026
Note	Only short-listed applicants will be contacted. We will close the position as soon as we find the best candidate