Vacancy
Digital marketing fundraising

Organization: Association pro Terra Sancta is a no-profit organization (NGO) that carries out projects to preserve cultural heritage, support local communities and bring aid in humanitarian emergencies. The association is present in the Middle East. Marketing, communication and fundraising is at worldwide level and implemented in five languages (Italian, English, Spanish, German, and French). www.proterrasancta.org

Position: **digital marketing for international fundraising**, duty station **Milan.**

Contract: Contract type to be determined based on prior experience

Main assignments:

- Support preparation of digital marketing strategy with an international focus and implementation of digital marketing plan lead acquisition and nurturing.
- Create campaigns/landing pages (content and graphics) according to timeline; e-mail marketing and newsletter, coordinating activities with communication.
- Help increasing one off and regular donors through omnichannel strategy.
- SMM and SEM campaign setting and monitoring.
- Campaign results analysis and report; monthly reporting to monitor KPIs.
- Monitoring of comparable and competitors for new marketing actions, with particular focus on international markets.
- Website updating, uploading contents in different languages, photos, videos; SEO optimization.

Requirements:

- Analytical and quantitative skills and ability to use data and analyze trends to support marketing strategy. Good knowledge of both inbound and outbound strategies.
- Knowledge of WordPress, MailUp, and tools for monitoring and statistical analysis such as QlikSense, Google analytics, social media insights, etc.; knowledge of SEO and SMM. Knowledge of graphic tools such as Canva, is an asset.
- Knowledge in managing clients/donors database, email campaigns, social media.
- Prior professional experience is appreciated.
- Excellent knowledge of Italian, English and/or Spanish written and spoken; German, French, Arabic represent an asset.
- Share and understanding of pro Terra Sancta social values and mission; experiences in either the Holy Land or Middle East are appreciated.

How to apply (closing date for application is 20/08/2023):

Curriculum Vitae + cover letter (English or Italian). If possible, list two reference person.

Send CV + cover letter to: c.delgatto@proterrasancta.org

Only short-listed candidates will be contacted.

Key words: digital marketing, fundraising, lead generation, SEO, copywriting, analysis.