



## マーケティングコンテンツ・シニアオフィサー

国境なき医師団のフィールドであなたの経験を活かしてください。

### Job Information

#### Hiring Company

Medecins Sans Frontieres (MSF) Japan

#### Subsidiary

特定非営利活動法人 国境なき医師団日本

#### Job ID

1506208

#### Division

ファンドレイジング部門

#### Industry

Other (Medical, Pharmaceutical)

#### Company Type

Small/Medium Company (300 employees or less) - International Company

#### Non-Japanese Ratio

Majority Japanese

#### Job Type

Permanent Full-time

#### Location

Tokyo - 23 Wards, Shinjuku-ku

#### Train Description

Tozai Line, Waseda Station

#### Salary

5 million yen ~ 6 million yen

#### Work Hours

標準時間8時間 (9:00~18:00) とするフレックスタイム制度 (コアタイム10:00~16:00)

#### Holidays

有給休暇：入団日に付与（初年度より24日/年・初年度は、入団日により按分付与）、土日祝休、年末年始休暇

#### Refreshed

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### General Requirements

#### Minimum Experience Level

Over 6 years

#### Career Level

Mid Career

#### Minimum English Level

Business Level

#### Minimum Japanese Level

Native

#### Minimum Education Level

Technical/Vocational College

**Visa Status**

Permission to work in Japan required

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**Job Description****Purpose of the position**

Under the supervision of Contents Manager and through collaboration with Mass Marketing team (Acquisition/Retention and Cultivation), One to One Communication team(Legacy/Corporates/Major donors) and other departments, the position holder coordinates the production of fundraising creatives, both offline and online, that enhance interests towards and understanding of MSF among the general public, recruit MSF donors/prospects (both individual and corporate), and strengthen donor engagement.

**Objective**

- To lead the marketing communication for maximizing fundraising income and the necessary production for fundraising activities\* through collaboration with Mass Marketing team, One to One Communication team and other departments, and use of external vendors.  
\*i.e. offline/online advertisements, donor acquisition mails, donor newsletters, e-appeals, Activity Reports and others
- To lead the planning and implementation of fundraising awareness activities to expand our donor base.
- To ensure the campaign materials align with each other as much as possible in order to maximize impact, synergy and efficiency of each campaign.

**Main Responsibilities**

## 1. Planning and production

- Defines key messages, structures, content, and editorial tone of campaign materials according to the target audience, working closely with Mass Marketing / One to One Communication team.
- Takes principle responsibility for collecting, planning and preparing the materials (written materials and multimedia).
- Leads and manages the schedule and process of production and printing by closely liaising with partner companies and contributors.
- Proposes and executes improvement and changes to production approaches, as approved by Contents Manager and relevant stakeholders.
- Undertakes necessary administrative works and budget relating to content production.
- Ensure alignment among departments and teams to maximize our communication impact.
- Lead the planning and implementation of donation awareness activities working with Contents team members and relevant stakeholders.

## 2. External resource management

- Supervises external vendors to create appropriate content in a way to effectively reach targets, through originally gathered material gained through interviews or through existing material produced by MSF Japan or adapted from the Movement.
- Supervises contributions from external content creators or others to publications.
- Evaluates the use of external vendors in content production processes.

## 3. People/team supervision

- Daily supervision of officer level staff and assistant.
- Motivates, supports and coaches team members.
- Supports Contents Manager in improving healthy/cooperative working culture and environment.
- Gives proactive input and constructive proposal for team/group/function wide objectives.

**Back-Up**

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

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**Required Skills****Essential**

- Proven professional production project management, content-planning, writing, editing, proofreading and reviewing skills for both online and offline.
- Experience of project management

- Minimum five years direct relevant work experience.
- Knowledge of marketing.
- Excellent written and spoken Japanese. Good written and spoken English.
- Strong interpersonal skills.
- Genuine interest in and commitment to the medical humanitarian principles of MSF.

**Desirable**

- Experience working for a humanitarian aid organisation.
- Experience of fundraising.

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Company Description