



**Wikimedia CH** is a not-for-profit association, the Swiss chapter of the international Wikimedia Movement. It promotes free knowledge, in particular through the Wikipedia encyclopedia and other associated projects. As a grassroots organisation, it currently employs twelve people and works with a community of members and volunteers. In order to fill a vacancy as soon as possible, we are currently recruiting a:

## **Digital Marketing/Sales Expert for Switzerland, 60-80%**

### OVERALL DESCRIPTION

WMCH is looking for a skilled, flexible and dedicated individual who will support its team in terms of Digital Marketing and Sales competencies. As a well-known and established organisation in Switzerland, WMCH now needs to bring its strategical and organisational goals in line with its development and fundraising plans. You will apply your digital marketing knowledge to our fundraising methods to reach income goals. You will also support the organisation with your sales know-how and business acumen creating customer journeys and combining the right tools to further external communication plans and stakeholder engagement.

To ensure success, you need to be able to envisage our stakeholder's needs, create and implement viable, sustainable solutions as well as thrive in a complex environment where you will be asked to closely collaborate with a variety of external and internal team members. If you come with a solid background and project management experience, excellent technical understanding, are committed to the mission of WMCH and thrive in holocratic, multilingual and virtual environments, then we are looking forward to hearing from you!

### YOUR RESPONSIBILITIES

#### **Responsibilities:**

- Produce digital and multimedia content for WMCH's fundraising channels as well as to support key initiatives as required
- Support the planning, execution and delivery of fundraising programmes and projects in coordination with various stakeholders including partners, vendors, and internal teams
- Develop customer journeys and maintain these to support and optimise specific fundraising campaigns, including targeting various fundraising constituencies
- Identify new trends and opportunities in digital marketing and propose solutions based on these
- Work closely with graphic designers and/ or agency resources to develop new visual assets for individual giving or other initiatives
- Develop digital marketing content for specific fundraising constituencies as required (major donors, foundations etc)

- Audit, review and upgrade current digital marketing and fundraising tools and methods of WMCH and develop relevant KPI's for same
- Audit, develop and upgrade social media and performance marketing – under the guidance of the Communication Lead - for fundraising purposes with KPI's
- Support the planning, execution and delivery of (digital) fundraising/marketing programmes and projects in coordination with various stakeholders including partners, vendors, and internal teams
- Help developing WMCH's social networks (FB, Twitter, LinkedIn, Youtube) and develop various target audiences (fundraising and general communication)
- Help develop corporate donors' campaigns
- Give inputs and suggestions to improve campaign efficiency and increase the organisation's income
- Draft sales/marketing related reports, insights and forecasts
- Analyse digital metrics and propose/implement improvements

## YOUR PROFILE

### **Mandatory Job-related skills/competencies:**

- Fluent in (Swiss) German (at least C1), English (at least C1) and French (at least B2); nice to have: Italian (B1/B2)
- Availability for regular travel within Switzerland
- Willingness to work on flexible work schedules (also sometimes evenings and weekends), due to the nature of Wikimedia CH's work
- Strong writing/speaking skills in the relevant languages (marketing/communications)
- Strong project management skills
- University degree (at least BA) in marketing, management or economy
- Relevant work experience in digital direct marketing and/or social media (at least three years), fundraising, business marketing/sales
- Understanding and being able to navigate through the range of social media and other digital platforms, as well as content management systems, contact management, online fundraising platforms and associated technologies
- Thorough knowledge of salesforce marketing and salesforce as such
- Experience in the creation, execution, and management of digital fundraising campaigns
- Strong online marketing/sales, writing and editing skills
- Tech savviness and creativity; able to take on complex issues and projects
- Ability to delegate, communicate and work as a team member on shared projects
- Hands-on personality: demonstrated capacity to get things done in a flexible environment
- Multicultural and virtual experience (knowledge of the NGO sector and Wiki world is an advantage)

- Knowledge of standard communication and Office tools and measures (online and offline)
- Proven ability to work in a virtual environment in an autonomous manner
- Results and business oriented: excellent goal setting/reaching, impact measuring

### **People skills/competencies:**

- Strong intercultural competence and a “can do” attitude
- Self-starter and pro-active with an excellent capacity to organise him/herself
- A “thick skin” and effective conflict management skills
- The capacity to work effectively in a virtual team, to delegate and to share
- Adhering to Wikimedia CH’s guiding principles
- Willing to take on responsibility based on competencies and to work on flexible schedules
- Strong relationship-building and collaboration skills
- Excellent understanding of technology (IT, wiki, social media, online marketing)
- Excellent interpersonal and written marketing/communication skills
- Excellent relation management and building skills
- An understanding of free knowledge with a commitment to this value
- Flexibility and willingness to learn and to evolve
- Adhere to Wikimedia’s [Universal Code of Conduct](#)

### **Contract details:**

- **ASAP**
- We offer a position in a modern not-for-profit setting, inside a high-profile association with interesting and varied tasks and the possibility of development. Being a **virtual organisation** without a physical office, the candidate will be **home-based**, frequently travelling across Switzerland and sometimes abroad. Any location in Switzerland would be possible.
- Starting salary 13 months, from 82k CHF onwards, depending on expertise
- Attractive pension fund and benefits
- Contract foreseen for 60-80%
- The position reports to the Lead Communication at Wikimedia CH

### **Applications:**

Closing date for applications is set to **March 3, 2023** and applications should be addressed electronically to **jenny.ebermann@wikimedia.ch** including your CV and a cover letter. Please **do not** attach certificates or indicate references at this point!

**Please only apply if you write/speak the required languages!**