



**Wikimedia CH** is a not-for-profit association, the Swiss chapter of the global Wikimedia Movement. Our mission is to unite individuals in the pursuit of disseminating free knowledge to foster an informed and inclusive society, with a particular focus on advancing the Wikipedia encyclopaedia and affiliated projects. We operate in a collaborative and transparent manner, defending the interests of our diverse multilingual communities across Switzerland. In order to fill a vacancy as soon as possible, we are currently recruiting a:

## **Digital Marketing & Fundraising Manager (60-80%)**

### OVERALL DESCRIPTION

Join us to boost Wikimedia CH's fundraising and outreach through smart digital marketing. You'll shape supporter journeys, sharpen campaigns and drive engagement with your mix of strategy, tech and storytelling skills. If you bring solid project management experience and a passion for Wikimedia CH's mission, thrive in dynamic, multilingual settings, and love turning insights into impact — we'd love to hear from you!

### **Your responsibilities**

#### **Development & Coordination**

- Lead the continuous development and optimisation of WMCH's digital marketing ecosystem, including tools, platforms and internal processes.
- Assess and improve digital strategies, tools and workflows to enhance fundraising and engagement.
- Act as the operational link between platform management, finance and communications for coordinated execution.
- Monitor sector trends, especially within the Swiss NGO and Wiki contexts and recommend actionable improvements.

#### **Donor Journeys & Campaign Execution**

- Design, implement, and maintain donor journeys using selected marketing and CRM systems.
- Take full process ownership of email and print fundraising campaigns.
- Collaborate with internal teams and external contractors to coordinate cross-channel campaign delivery.

#### **Channel Management**

- Repurpose existing content and coordinate the creation of new digital and multimedia materials for fundraising and communication.
- Coordinate the development of visual assets tailored to specific donor groups in collaboration with internal and external partners.
- Manage and improve Wikimedia CH's social media and marketing activities with a strong focus on KPIs and measurable impact.

#### **Analysis, Reporting & Continuous Improvement**

- Analyse digital campaign data and donor behaviour to inform strategy and improve performance.
- Provide regular campaign performance reports, insights and forecasts.
- Offer data-informed recommendations to improve campaign efficiency and fundraising outcomes.

## **Stakeholder Engagement & Collaboration**

- Work closely with internal teams to ensure alignment and consistency in digital strategy implementation.
- Support the planning and execution of additional fundraising projects and initiatives.

## **Data Compliance & Regulatory Responsibilities**

- Support alignment of digital marketing activities with GDPR and Swiss data protection laws.
- Coordinate with internal teams to ensure compliant handling of donor data across tools and campaigns.
- Contribute marketing-specific input to data governance discussions.
- Stay informed about relevant legal updates and communicate important changes to stakeholders.

## **YOUR PROFILE**

### **Requirements**

- Native speaker in French, (Swiss) German level B2 or vice versa and English level C1;
- Ability to work from home and travel regularly within Switzerland;
- Location: anywhere in Switzerland;
- Adhere to Wikimedia's [Universal Code of Conduct](#).

### **Experience**

- Strong project management skills and tech savviness;
- University degree or equivalent in marketing, management or economy;
- 5 years' experience in (digital) marketing and marketing/comms., fundraising preferably in the NGO; sector incl. the creation, execution and management of digital fundraising campaigns;
- Proven ability to work in a virtual environment in an autonomous manner;
- Knowledge of the NGO sector and Wiki world is a major advantage.

### **Skills**

- Self-starter, proactive, results-oriented and with excellent organisational skills;
- Strong online collaboration skills and good command of related tools;
- Advanced knowledge of online marketing and fundraising tools;
- Strong intercultural competence and a “can do” attitude.

### **Contract details:**

This 60-80% position offers a flexible working environment in a modern not-for-profit setting and comes with a competitive remuneration and benefits package. Starting salary, 13 months, from CHF 80'000 for a full-time position.

As we are a virtual organisation with no physical office you will be based at home and travel regularly within Switzerland.

### **Application**

If you share our vision of an informed and open society through the dissemination of free knowledge and meet the above criteria, we would be delighted to hear from you. Applications should be addressed electronically to [jenny.ebermann@wikimedia.ch](mailto:jenny.ebermann@wikimedia.ch) including your CV and a cover letter. Applications will be reviewed and processed upon receipt.

**Please apply only if you have the required language skills!**

**Start date:** As soon as possible

