**Associação Natureza Portugal, in association with WWF**

**JOB DESCRIPTION**

**Title**: Digital Fundraising Marketing Intern

**Status**: paid internship

**Working hours**: flexible, 3-5 days a week; October-March 2019

**Location**: Lisbon, Portugal

Under the guidance of the Marketing & Corporate Manager, you will be involved in fundraising campaigns that include the company website, email marketing, digital collateral and social media, bearing in mind the ongoing communication and fundraising strategy, and working closely with our in-house designer and copywriter.

No previous experience is expected, but will be appreciated, along with excellent attention to detail.

**Priority tasks**

* Analyse performance and impact of past campaigns;
* Recommend strategies and tactics to maximize all campaign performances and increase Brand recognition;
* Develop and test new campaigns to allow segmentation and maximize ANP|WWF’s projects;
* Opportunities, threats and trends research to improve performance of ANP|WWF’s reach, for maximizing digital income;
* Create and distribute email marketing campaigns, managing customer data in a responsible and professional way.
* Create customer facing collateral for digital
* Manage the company external newsletters
* Assist with external and internal surveys / promotions /events

**Skills/Attributes**

* Good organizational skills. (Essential)
* Enjoy working within a team. (Essential)
* Fluent written and spoken English. Excellent written and oral communication skills. (Essential)
* Hardworking, agile and willing to take on new challenges at short notice. (Essential)
* Detailed understanding of design for digital and print (Desirable)

**Qualifications**:

* Professional graduate or students on its final years of the career of Marketing, Business Management or related.
* Excellent oral and written communication skills in English (mandatory).
* High commitment to the conservation of the environment and sustainable development.
* Experience as a volunteer