

ActionAid is a global movement of people working together to achieve greater human rights for all and defeat poverty.

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ActionAid Bangladesh is looking for suitable candidate for the following position:

Fellow – Digital Fundraising and Supporter Servicing

Unit	:	Programme and Partnership Development PPD)
Location of posting	:	Dhaka
Types of contract	:	Fixed term contract
Duration of Contract	:	Up to 31 December 2026
Number of Position	:	01 (One)
Remuneration and Benefit	:	BDT. 30,000 per month with group life insurance coverage

Job Summary

The Fellow – Digital Fundraising and Supporter Servicing will support digital fundraising initiatives, individual supporter engagement, and content development under the Programme and Partnership Development unit, Resource Mobilisation department. The role includes assisting in the creation and execution of digital campaigns, strengthening supporter relationships, generating engaging digital content, monitoring donor contributions, and contributing to overall resource mobilization efforts. The Fellow will support presentation development and contribute to donor stewardship activities. The Fellow will report to the Manager – Philanthropy and Private Sector Partnerships and work closely with the Communications Team, Programme Teams, and relevant internal stakeholders.

Key responsibilities include (not limited to)

Digital Fundraising and Content Development (25%)

- Develop and execute digital fundraising campaigns, for local and international facing products and special initiatives.
- Design engaging, visually appealing, and platform-optimized digital content such as photos, videos, infographics, newsletters, and social media posts, including content writing for social media.
- Collaborate with the Communications Team to ensure branding consistency across all fundraising materials while updating ActionAid’s website, and social media.
- Leverage data analytics to monitor and improve digital campaign performance, optimizing reach, impressions, and conversion rates.
- Manage paid digital ads and boost campaigns to drive fundraising outcomes.

Supporter Servicing and Engagement (40%)

- Build and maintain strong relationships with local individual supporters through regular communications, updates, and impact reports to enhance donor retention and satisfaction in collaboration with CS team
- Manage supporter inquiries, ensuring timely responses and resolution of issues.
- Monitor monthly donations from individual donors and ensure timely follow-up for outstanding contributions.
- Work with relevant teams to provide periodic progress reports and updates to supporters.

Social Media and Digital Engagement (25%)

- Manage and grow ActionAid's digital fundraising presence by maintaining social media handles focused on fundraising and supporter engagement.
- Develop and execute strategies to increase engagement with donors and supporters through social media posts, storytelling campaigns, and interactive content.
- Use insights from analytics tools to inform content strategy and maximize digital impact.

Organize Fundraising Events/Campaigns, and Administrative Support (10%)

- Assist in organizing events, campaigns, and outreach activities to promote fundraising initiatives, such as Events/Fundraising campaigns during Ramadan, International Children's Day, Women's Day, Eid, Disaster Response, etc.
- Support in donor recognition and appreciation initiatives to foster long-term relationships.
- Devote to the innovation of using tools and means for overall improvement of content quality (using new tools and means, such as AI, innovative content creation, experiment of new app from time to time, etc.)

Relationships

Fellow will report to Manager – Philanthropy and Private Sector Partnerships.

Required Educational Qualification and Experience

- Bachelor's degree in marketing, Communications, Media, Business, or a related field.
- Minimum 1 years of experience in digital marketing via managing/generating sales in online businesses, fundraising, social media management, or related fields.

Technical Skills

- Proficiency in graphic design tools (e.g., Adobe Creative Suite, Canva) and familiarity with analytics tools (e.g., Google Analytics, Facebook Ads Manager).
- Strong skills in content writing, storytelling, and visual design to create impactful fundraising campaigns.
- Excellent written and verbal communication skills in English and Bengali.
- A proactive attitude with strong interpersonal and relationship-building skills.
- Demonstrated ability to manage supporter relationships and ensure a high level of donor satisfaction.
- Commitment to inclusion, accountability, and social justice.

Application instructions

Only those who meet the above requirements are requested to apply following these instructions:

- Last date of application is **Sunday, 08 April 2026**. *The interested candidates are requested to apply before deadline.*
 - Please [click here](#) to submit your application.

ActionAid Bangladesh aims to attract and select a diverse workforce ensuring equal opportunity to everyone, irrespective of race, age, gender, sexual orientation, HIV status, class, ethnicity, disability, location and religion. Any personal persuasion/phone-call will result in disqualification of candidature.

ActionAid Bangladesh has a non-negotiable policy of ZERO TOLERANCE towards child abuse, exploitation and child labor and expects all employees to abide by the Child Protection Policy of ActionAid Bangladesh.

N.B: There is no cost involved with applying for positions with ActionAid Bangladesh. Any solicitation of job application costs should be regarded as fraudulent